Reduce patient no-shows for a healthier practice

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Agenda

Importance of patient engagement

Characteristics of a high-performing practice

Best practices configuration
Importance of patient engagement
Market situation

No-show rates range from 1% to 30% of visits

No-shows leave no time to fill a last-minute appointment

Reducing no-shows can have a significant impact on a practice’s bottom line

Sources:
https://www.lbmc.com/blog/how-to-reduce-physician-practice-no-show-rate
http://www.physicianspractice.com/scheduling/minimizing-patient-no-shows
https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4714455/
Importance of patient engagement

Reduce patient no-show rates.

Improve bill pay experience.

Keep patients engaged with their health and your practice.

Provide outstanding customer service to drive increases in patient satisfaction.
Best use of patient engagement tools

• Patient messaging
  - Reminders for appointments via text, email, or phone to keep slots filled.
  - Automates many of the daily tasks staff may have to currently perform.
  - Broadcast inclement factors or emergencies so patients can reschedule.
  - Automatically engage patients with past-due care gaps to fill your schedule.
Characteristics of a high-performing practice
Embracing the value of a subscription model

**Staffing Cost Assumptions**

For a physician that sees 400 patients per month, staff spends 5 minutes for each patient contacting them via phone about their appointment. Staff are compensated at $40k annually.

**No outreach**

- 400 visits per month
- $80 per visit
- 10% no show rate

$$= 400 \times \frac{80}{60} \times 0.1 = \frac{3200}{60} = 53.33$$

$$= \$3,200 \text{ loss per clinician each month}$$

**Manual outreach**

- 400 visits per month
- $80 per visit
- 5% no show rate
- $800 staffing costs

$$= 400 \times \frac{80}{60} \times 0.05 + 800 = \frac{3200}{60} + 800$$

$$= \$800 \text{ profit per clinician each month}$$

**Automated outreach**

- 400 visits per month
- $80 per visit
- 2.5% no show rate
- $0 staffing costs

$$= 400 \times \frac{80}{60} \times 0.025 + 0 = \frac{3200}{60} + 0$$

$$= \$2,300 \text{ profit per clinician each month}$$
Embracing the value of a subscription model

Best of all...

No overage fees!
What does a high-performing setup look like?

Setup used for all practices, including a 1 physician family practice and a 22 physician specialty group

Send voice, text, email for...

- **Appointment scheduled**
  - Do not allow responses

- **Seven days before appointment**
  - Allow responses, monitor and refill cancels/reschedules

- **Two days before appointment**
  - Allow responses, monitor and refill cancels/reschedules
Best practices configuration
Adding Messages: Settings
Adding Notices: Appointments

Select Appointment from the Notices widget
Select the ‘+’ symbol to create a new notice
Settings: Name

Add the name of the notice being created
Settings: Name

After adding appointment notice name, select ‘Next’
Settings: Locations

*Select practice locations to be included in the appointment notice*
Settings: Locations

Verify locations in left pane, and select ‘Next’

1. Select locations.
2. Click 'Next'.
Settings: Resources

Select practice resources to be included in the appointment notice
Settings: Resources

Verify resources in left pane, and select ‘Next’

1. Verify resources in left pane, and select ‘Next’.

2. Select a resource.
Select appointment types to be included in the appointment notice
Settings: Appointment Types

Verify appointment types in left pane, and select ‘Next’
Validate settings for configured appointment notice
Adding Messages: Text
Appointment Notices: Messages

Select Messages tab to enter message configuration
Messages: Add Text

Select Text to add a text message for the appointment notice
Select the language for the appointment notice via text message
Select the language for the appointment notice via text message

This step will be repeated for email and voice messages.
Select when to send the appointment reminder

This step will be repeated for email and voice messages.
Add content for text messages

This step will be repeated for email and voice messages.
• {PatientFirstName} has an appointment at {LocationNameAlias} on {AppointmentDate} at {AppointmentTime}.

• {PatientFirstName} has an appointment with {ResourceNameAlias} at {LocationNameAlias} on {AppointmentDate} at {AppointmentTime}. Please arrive XX minutes early and bring your current insurance card, a valid photo ID, a list of medications, and your copay. We look forward to seeing you!

• {PatientFirstName} has an appointment at {LocationNameAlias} on {AppointmentDate} at {AppointmentTime}. Please complete patient info at www.medctr.com prior to your appointment.

• {PatientFirstName} has an appointment at {LocationNameAlias} on {AppointmentDate} at {AppointmentTime}. Please arrive XX minutes early and bring your insurance card, ID and copay.

• {PatientFirstName}, thank you for allowing {LocationNameAlias} to participate in your health care. Please call us at {LocationPhone} if we may be of service.
Verify content and select ‘Next’
Add response prompts to messages

Best Practice: Use response prompts on 7 days before and 1 day before message, not on appointment scheduled message.
Verify desired response prompts are in message content field
Text: Setup Complete

Validate message type, content, and delivery time are correct
Adding Messages: Email
Messages: Add Email

Select Email to add an email message for the appointment notice
Email: Banner

Select banner for email notification
Select banner for email notification
Select color scheme for the email message
Email: Signature Image

Add signature image to email
Add email signature to message
Email: Preview
Email: Setup Complete
Activating messages
Appointment Notices: Activate
Best practice setup summary

- Appointment created*
  - Text
  - Voice
  - Email

- 7 days before appointment
  - Text
  - Voice
  - Email

- 2 days before appointment
  - Text
  - Voice
  - Email

*No responses enabled

Care with a personal touch
- Two-way communication
- Patient flexibility
- No extra work

Engage
- Automated messages
- Appointments, birthdays, no-shows
- Reduce no-shows up to 56%

Connect
- Seamless integration with EHR
- Triggered events messaging
- Complete control

Choose
- Email, text, voice
- Appointment broadcast
- Further customization

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Creating positive impacts

- Increased profits
- Decreased cost per visit
- Ensure patients receive necessary care
- Higher engagement
- Maintain relationship
- Patient satisfaction
- Receive timely care
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Thank you!