

# **NO MORE NO-SHOWS!**

How to fill your schedules and keep them filled.

[www.lumahealth.io](http://www.lumahealth.io)

**luma**health

**luma**health™

**NEEDING HEALTHCARE CAN BE  
HARD — GETTING CARE  
SHOULDN'T BE.**

We built Luma Health because we are all patients. We believe it should be easy to see and connect with our doctor. To get the care we need, when we need it. Ours is a new vision aligned around letting systems deliver high-quality healthcare, lower the burden on staff, and provide the modern, mobile-first experience we all deserve. Let's go!



# ABOUT THE SPEAKER

Alex Harris



- Product Marketing Manager at Luma Health
- Former policy wonk for community health
- Passionate about innovations that make healthcare better for all

# **PART I: HOW SMARTER CANCELLATION MANAGEMENT LOWERS NO-SHOWS**

**Today we'll talk about our 3 principles for smart cancellation management:**

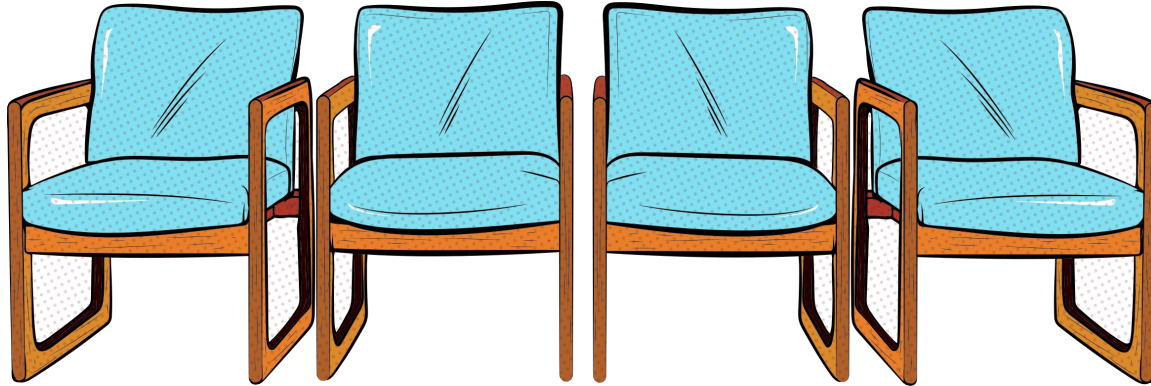
- Simplifying patient cancellation and rescheduling
- Enabling patients to self-join a smart waitlist
- Automating actionable appointment offers to waitlist patients

**Join us on 10/16 for Part II, Better Reminders for Better Attendance.**

**We'll talk about:**

- How to implement actionable, text-first reminders
- When to send reminders
- How actionable reminders can cut no-shows in half

# THE COSTS OF NO-SHOWS



# NO-SHOWS AND CANCELLATIONS ARE COSTING YOU (A LOT OF) MONEY.

The healthcare industry loses more than **\$150 billion** a year to no-shows alone.

The average no-show rate for clinics, systems, and practices is around **18.8%**.

18.8% no show rate  
× 21 appt. slots per day  
× \$150 avg. appt. value  
× 264 business days a year

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**\$156,340.80 per provider, per year**

## **NO-SHOWS AND CANCELLATIONS ARE COSTING YOU (TOO MUCH) TIME.**

It takes a significant chunk of staff time to follow-up with patients who miss appointments and reschedule them for another date or time.

In fact, we calculate it's taking about **17 and a half full business** days a year for every provider on staff.

$$\begin{array}{r} 8.1 \text{ minutes} \\ \times 18.8\% \text{ no show rate} \\ \times 21 \text{ appt. slots a day} \\ \hline \end{array}$$

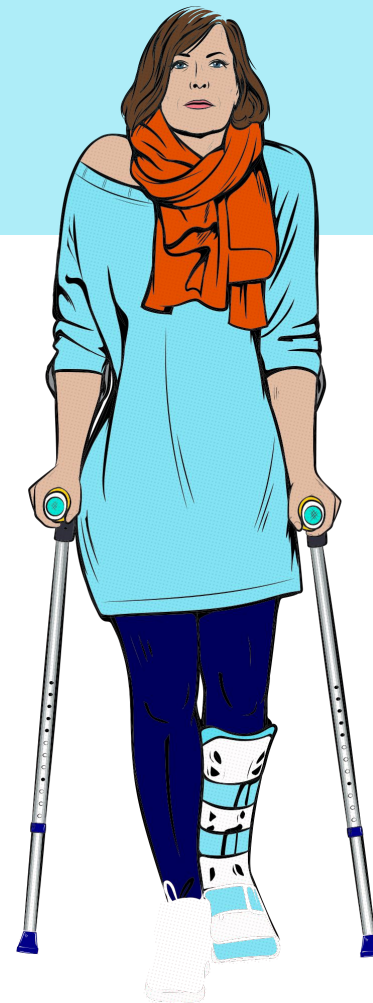
**31.9 minutes per provider,  
per day**

# **NO-SHOWS AND CANCELLATIONS ARE COSTING YOU YOUR PATIENTS' HEALTH AND HAPPINESS.**

Waiting is the worst – especially when you're sick.

Unfortunately, cancelled appointments and no-shows are adding to patient wait time.

The longer patients have to wait for care, the more likely they are to go elsewhere OR put off care, threatening their outcomes.





**SMART  
CANCELLATION  
MANAGEMENT FOR  
NO MORE NO-SHOWS**

# THE PATIENT NO-SHOW CYCLE



Patient needs care.



Patient calls to make an appointment.



Patient waits for the appointment.



Life happens, patient has to cancel or reschedule.



Patient tries calling, gets put on hold.



Patient gives up, no-shows, and delays care.



# FIRST PRINCIPLE OF SMART CANCELLATION MANGAGEMENT

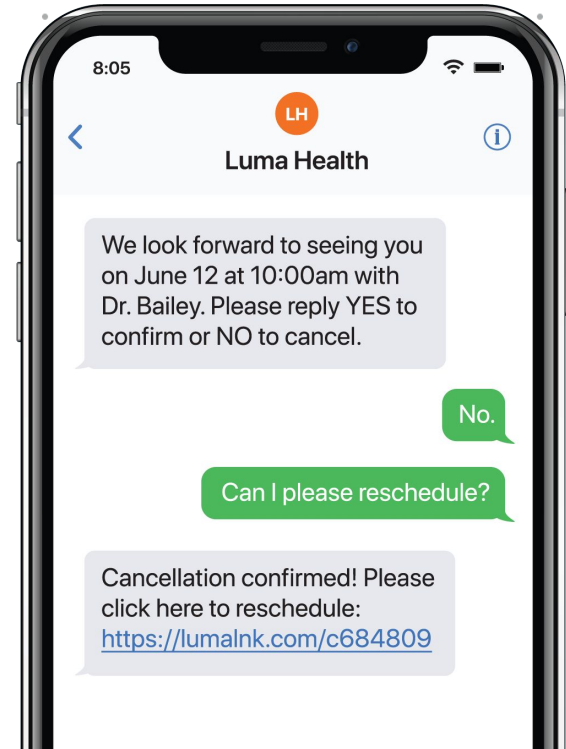
## #1: MAKE IT EASY

Give patients the option to cancel or reschedule 24/7.

### What will happen?

- No-shows → reschedules
- Patient happiness ↑
- Inbound phone volume ↓

- ✓ Text-first works best
- ✓ 24/7 rescheduling
- ✓ Early cancellations mean new opportunities





# SECOND PRINCIPLE OF SMART CANCELLATION MANAGEMENT

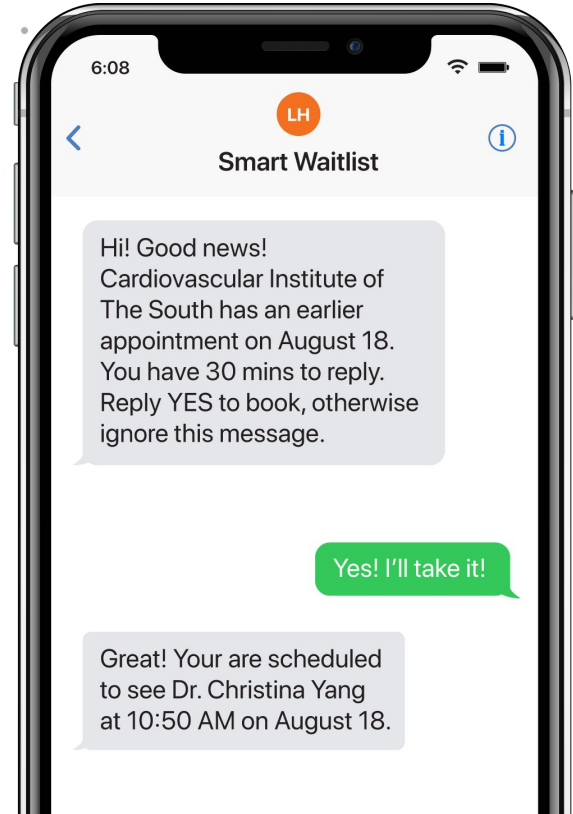
## #2: DEPLOY A SMART WAITLIST

- Allows patients to secure an earlier appointment
- Fills empty slots left by inevitable cancellations & no-shows
- Minimizes the impact of patient schedule changes

- ✓ Text-first STILL works best
- ✓ Allow patients to self-join
- ✓ Automatically trigger offers when the right slots open up
- ✓ Send patients offers one-at-a-time or on a first come, first serve basis

 We are currently offering patient #1 of 14 the open slot with Steve Kerr on June 26th at 11:00am  
Started at 4:24pm | Estimated time to completion: 4 hours

 CANCEL



# THIRD PRINCIPLE OF SMART CANCELLATION MANGAGEMENT

## #3: REMIND PATIENTS EARLY AND OFTEN

- A quarter of no-shows are due to the simple act of forgetting
- Another quarter are due to confusion over date, time, or location
- Reminding patients early and often can seriously slash your no-shows

- ✓ Text-first STILL works best
- ✓ Give patients the opportunity to cancel or reschedule from the reminder
- ✓ Send any relevant information they need before their appointment – directions, prep instructions, what to bring, etc.





# PRO TIP! LOOK FOR TWO-WAY, REAL-TIME EHR INTEGRATION

- Offer patients the convenience of scheduling online with always accurate availability
- Automatically create appointments in your EHR based on waitlist acceptance
- Make sure your appointment reminders are accurate and up-to-date



# QUESTIONS?

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