NO MORE NO-SHOWS!

How to fill your schedules and keep them filled.

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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

Chuck Leider

Director of Health Informatics at Houston ENT and Allergy Clinics

PART 2: BETTER REMINDERS FOR BETTER ATTENDANCE

Today we'll talk about:

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

Last month we covered our 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

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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.

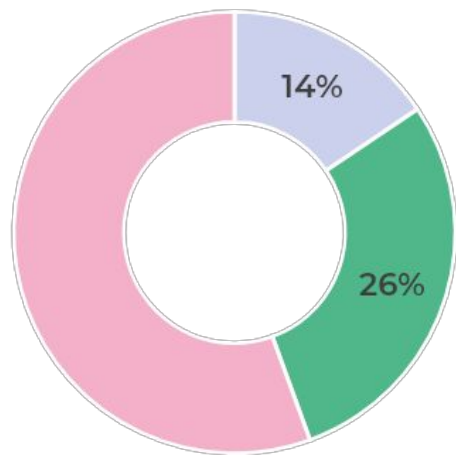Patient gives up, no-shows, and delays care.

ACTIONABLE,
TEXT-FIRST REMINDERS

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SEND REMINDERS, COMBAT FORGETFULNESS

26% of patients miss appointments simply because they forget.

14% miss appointments due to forgetfulness or confusion about when or where an appointment will be.
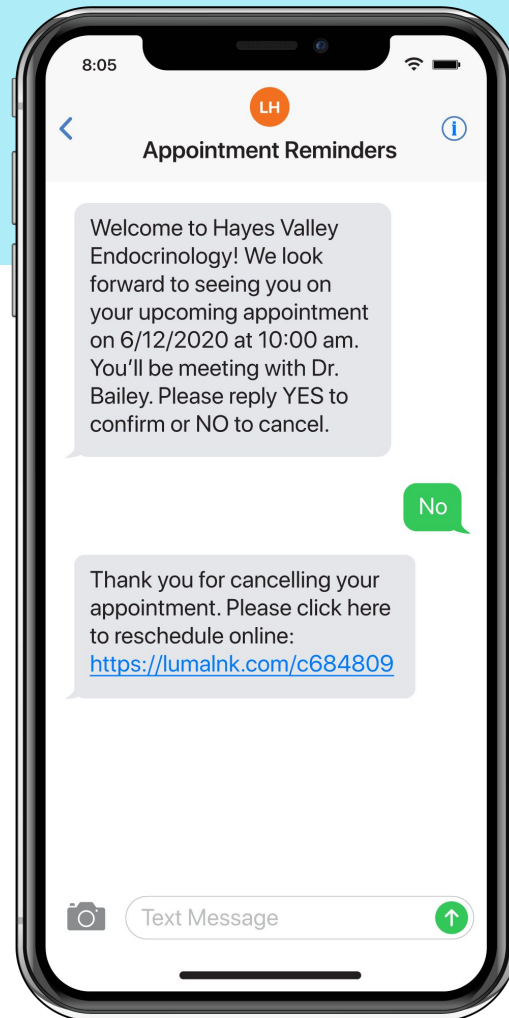
14%

26%

ACTIONABLE REMINDERS PATIENTS CAN RESPOND TO

Patients should be able to interact with a reminder with the simplicity of sending a text message.

Here's what they can do with actionable reminders:
- ✔ Confirm an appointment
- ✔ Cancel
- ✔ Reschedule online or via text
- ✔ Ask their care team a question

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THE POWER OF THE TEXT

7/10
patients

Want the ability to communicate electronically with their providers.

99%
of U.S. adults

Own a cellphone, and text messaging is the most frequently used functionality.

Text >
phone + email

Patients receive 99% of texts, but they only open emails 20% of the time and answer phone calls 45% of the time.

Sources:
Kentico Global Survey. (2015).
McLean, et al. (2016). Appointment reminder systems are effective but not optimal...)
Pew Research Center. (2017)
TxtSignal. (2017)

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PATIENTS OF ALL AGES ARE TEXTING, AND RESPONDING

Average response rate across all age groups

Age	Response Rate
18-25	49%
26-34	49%
35-44	49%
45-54	51%
55-64	53%
65-74	56%
75-84	56%
85-94	54%

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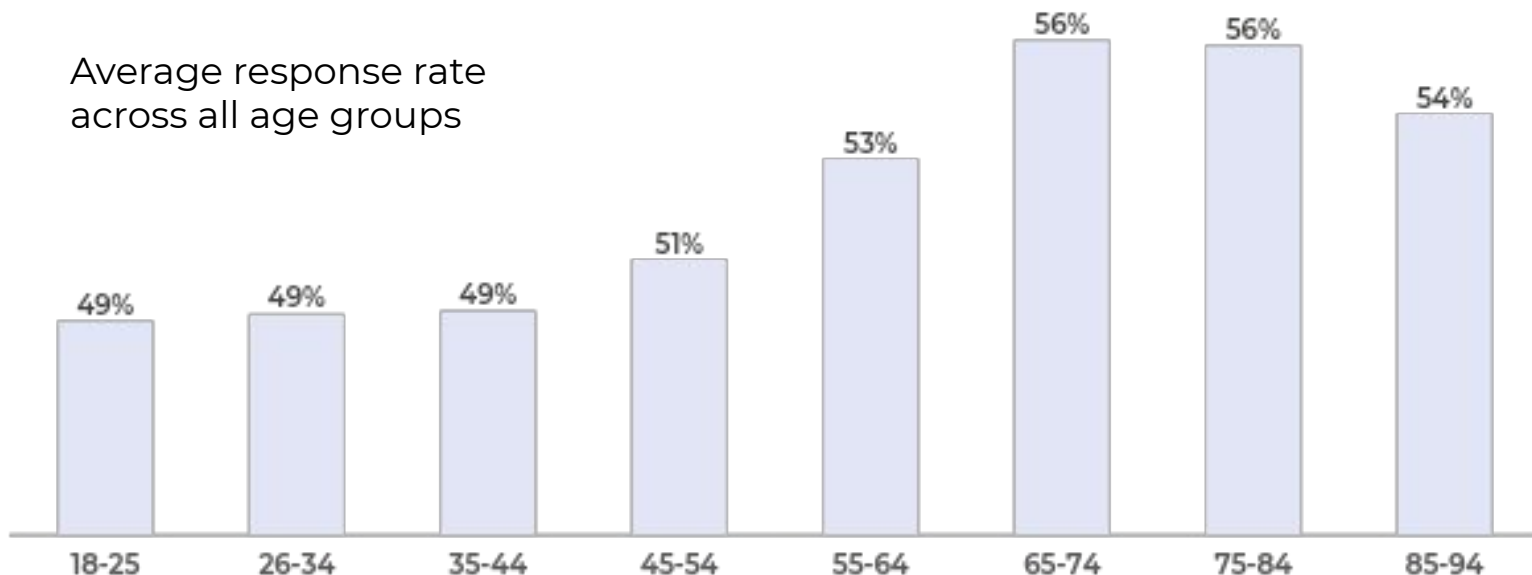
OPTIMIZING YOUR REMINDER CADENCE

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MAKE SURE PATIENTS GET THE REMINDERS THEY NEED, WHEN THEY NEED THEM

- Use the 7-, 4-, and 2-day rule for optimized reminders

- Automate a reminder 1 day out if the appointment's not cancelled or confirmed

- Update your custom cadence anytime

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STEPS FOR IMPLEMENTING A SUPER-EFFECTIVE REMINDER SYSTEM

#1: Integrate your reminder system with your EHR or PM.

#2: Customize message templates for different providers, appointment types, or locations.

#3: Make messages personal with squigglies!

#4: Deliver reminders at the optimal times.

Q Find a squiggly

Patient Name
{{patient.name}}

Patient First Name
{{patient.firstname}}

Patient Last Name
{{patient.lastname}}

Self Schedule Link
{{system.url.selfScheduleUrl}}

Insurance Upload Link
{{system.url.insuranceUrl}}

LIVING THE RESULTS — NO MORE NO-SHOWS

RESULTS FROM HOUSTON ENT

Evaluate current process

Know your analytics for no-show appts

Implementation

ROI

IMPLEMENTING APPOINTMENT REMINDERS

Your appt with Dr. Bradford Patt at Houston ENT & Allergy - Memorial City Patt (915 Gessner #235) is on Oct 16th, 4:00 pm. Reply YES to confirm or NO to cancel

Y

Sorry, you can only reply YES or NO to this message.

Yes

Thank you for confirming your appointment. In order to expedite the check-in process and reduce wait time, please be aware that you will receive an email/text message from us prior to your appointment that will prompt you to check in. Please be sure to complete all of the requested information before arriving to your appointment. Thank you and have a great day!

RESULTS FROM HOUSTON ENT

Clinic wide no-show rate 15% pre-Luma

Average appointment value $200

Luma no-show rate 6%

$1.8 million saved in annual revenue

PRO TIP! MAKE YOUR REMINDERS WORK FOR YOU

- Seamless EHR integration

- Automated to send SMS reminders at the optimal times, no constant monitoring required

- Personalized to each unique patient based on their information, their appointment, and their provider

- Two-way, so patients have the ability to respond to ask questions

QUESTIONS?

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