

How Chesapeake Urology Associates Saw a 97% ROI Using Automated Appointment Reminders

Appointment Reminders Solution Reduces No-Show Rate

The Challenge

Chesapeake Urology Associates, PA (CUA) in Maryland juggled a busy appointment schedule. With 14 offices and 14 ambulatory surgery centers spread across the greater Baltimore, Md., area, the staff averaged 90 hours a week on the phone making appointment reminder calls to patients. Their no-show rate for appointments hovered at 13 percent.

When the appointment reminder calls became too taxing for the staff, CUA turned to notifymd, the nation's largest medical-only call management service. Since January 2007, CUA had been using notifymd's after-hours Answering Services. Pleased with the service, CUA asked if notifymd could provide a solution to help them with their appointment reminder calls.

The Solution

notifymd told CUA about their automated call solutions. These included the automated Appointment Reminders and confirmation service; Confidential Messaging, which makes test results available to patients 24 hours a day via telephone or the Internet; and Patient Outreach, which allows a practice to create call campaigns for office closings and other important messages.

CUA decided to utilize the Appointment Reminders solution. First, they launched a pilot program at one of their locations to evaluate the efficacy of the automated solution. After one month, they were pleased with how Appointment Reminders performed and decided to implement the solution at their other 13 office locations.

With Appointment Reminders, calls are made 48-72 hours in advance and done in the evening when patients are most likely to be reached live. Patients can confirm their appointment or request rescheduling, if desired. As staff call patients that wish to reschedule their appointment, appointment vacancies become available so that CUA's call center can provide inbound callers with the most up-to-date appointment availability and thereby maximize the practice's daily schedule.

notifymd worked with CUA's IT department to identify the best way to securely export the daily appointment schedule from their practice management software. notifymd also worked with CUA to simplify the script to make it easier for older patients to understand the purpose of the call and develop options for them to confirm or reschedule an appointment.

The Results

At CUA, the physicians and staff have seen with hard data the benefit of the Appointment Reminders solution. Over a six-month period after implementation, CUA's no-show rate fell from the previously mentioned 13 percent to just 6 percent.

The decreased no-show rate has resulted in a 97 percent return on investment for CUA, as well as a savings equivalent to 1.5 FTE's. The staff satisfaction at CUA has increased significantly as well. They can refocus their energy on patients who are in the office instead of spending so much time on the phone calling patients to remind them about their appointments.

In these days when practices are looking for the best options to streamline their operations, notifymd's automated call solutions can make a big impact on bottom-line revenue, as well as patient and staff satisfaction.

For more information, call notifymd at **866-783-9820**, or visit **www.notifymd.com**.

"notifymd's Appointment Reminders has been the perfect solution for CUA in significantly reducing our no-show rate and enabling staff to devote more time to patient care."

Carrie Banaszewski
– Director of Operations