



Boosting Service Volumes with Less Staff Work for Federally Qualified Health Centers



As an FQHC, you've likely spent years building a reputation for serving your community with innovative services, and pride yourself on building loyal relationships with your patients. But many similar organizations report **losing patients to nearby providers and struggling to fill open schedule slots**, because they rely on manual staff outreach to bring patients in, reduce no-shows, and better utilize their schedules.



Our data analysis and customer community feedback show that **it's possible to eliminate bottlenecks and create a great experience for both patients and staff**, without a high technology lift or significant process changes.

Is Your Organization Missing Out on Potential Revenue?

If your organization is **relying primarily on manual outreach from staff** to fill schedule slots, communicate with patients, and expand your brand, **you're likely leaving revenue on the table**. If you answered "Yes" to two or more of these, you likely have **opportunities to improve both service volume and efficiency**:



- ☐ My call center or access staff are spending many hours handling inbound patient calls.
- ☐ Calling patients to confirm appointments or follow up is a common task for my staff.
- ☐ Staff spend time, whenever they can, calling patients to fill last-minute openings.
- ☐ We lack the time or resources to implement time-consuming new processes, even if they might improve efficiency over time.
- ☐ We worry about maintaining our bottom line if we lose patients to other nearby providers.

3 Ways to Boost Service Volumes with Less Staff Work

Increasing service volumes doesn't have to involve more manual phone calls or significant technology projects. A few simple changes can help reduce the burden on your staff, while maximizing the resources you already have to bring in more patients.

Here are three ways to boost service volumes while also reducing manual work for staff:

1

Leverage your existing digital options in new ways.

Did you know that only 30% of patients on average have a patient portal account? Making your **existing tools available in more places can help boost adoption** so patients are more likely to use them.

TIP



If you offer options like requesting an appointment or an Rx refill, **make sure they're front and center on your website** so new and existing patients can find them easily. You might also advertise services you provide, like a mobile clinic or monthly farmer's market, on your home page.

2

Build your online presence by requesting patient reviews.

New patients are likely to find your organization via Google search. Happy patients sometimes forget to leave a great review about their experience, but **these reviews are crucial to bringing in new patients**. Luma Bedrock™ research shows that consistently (but not too frequently) asking each patient to rate their experience is most likely to boost online reviews.

DID YOU KNOW?



Luma offers **automated requests for feedback** to your existing patients. You can **add Luma scheduling right to your Google My Business profile!**



3

Automate staff outreach to improve schedule utilization.

For example, automated and actionable communication with patients can **free up staff from calls** to confirm appointments and fill open schedule slots. **It's more convenient for patients, as well as staff** – they can respond anytime instead of stepping out of work or school to answer a phone call.

LUMA COMMUNITY OUTCOME



Ryan Health **increased revenue by \$300,000** in six months by switching to **automated reminders and waitlist offers** integrated with the EHR.

