luma™

Bridging the Digital Disconnect

Data-Driven Recommendations from Luma Bedrock™



Contents

03 Introducing Luma Bedrock

04 How To Use This Resource

05 **Section One:** The Great Patient Disconnect

10 **Section Two:** Bridging the Gap With Bedrock

27 **Section Three:** Recommendations & Next Steps

32 Bridging the Patient Disconnect: Discussion Guide

33 How To Access Luma Bedrock

Introducing Luma Bedrock



Aditya Bansod
Co-founder and CTO
Luma Health

> The healthcare industry has been a catalyst of change for the last several decades, ushering in exciting innovation and advancements. But throughout these changes, one voice has too often been missing from the conversation: the voice of the patient."

Technology has advanced alongside healthcare, changing the way we communicate every day. Patients want to talk to their doctors like they talk to their loved ones: quickly, efficiently, and with a personal touch.

With 8 years' experience serving more than 650 healthcare organizations, we had a hunch that data could be used to better understand what patients want from their digital healthcare journey, how they most like to be engaged, and what makes them more successful in their care.

Luma Bedrock™ was created from that hunch, backed by over 700 million data points. I'm more than excited for you to experience the magic of the Bedrock data. This has been a multi-team, multi-month project and I'm incredibly proud of the insights gained.

We made the insights available to every Luma customer, and now, we're sharing them with you, because we believe that patient engagement must now evolve to become patient success – where patients are empowered to collaborate with their healthcare providers throughout every aspect of the care journey and beyond. These insights bring the voice of hundreds of thousands of patients to meaningful interactions before, during, and after care.

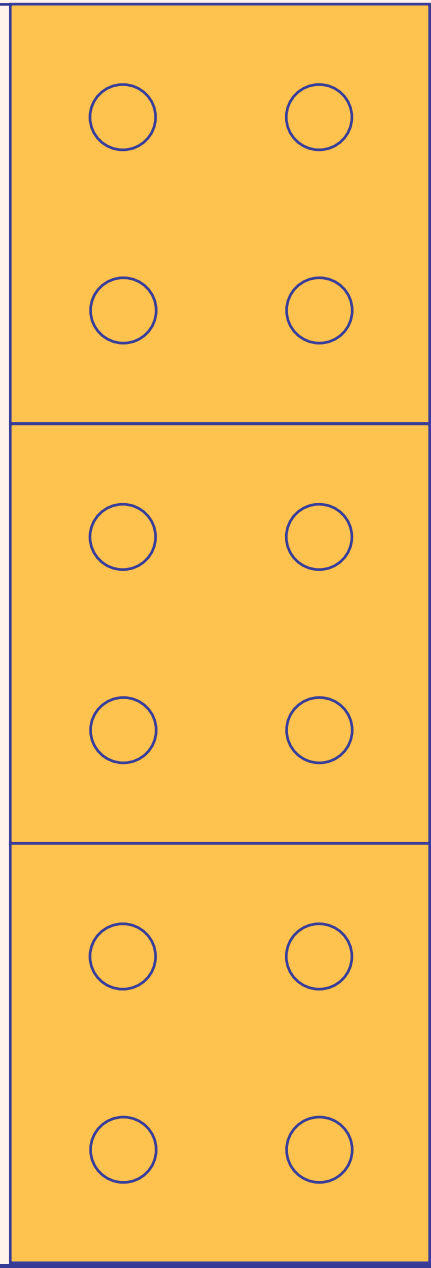
Bedrock brings together the power of the Luma community, data-driven expertise, and a market-defining Patient Success Platform.

How To Use This Resource

Luma Bedrock was designed to provide a strong, data-backed foundation for your patient communication workflows.

This resource shares more about Bedrock, as well as select insights and recommendations to guide more patient success at your organization, no matter your current tech stack.

Whether you're new to Luma or a longtime friend, we hope this resource helps you feel more empowered and equipped to optimize the patient journey at your organization.



SECTION ONE

The Great Patient Disconnect

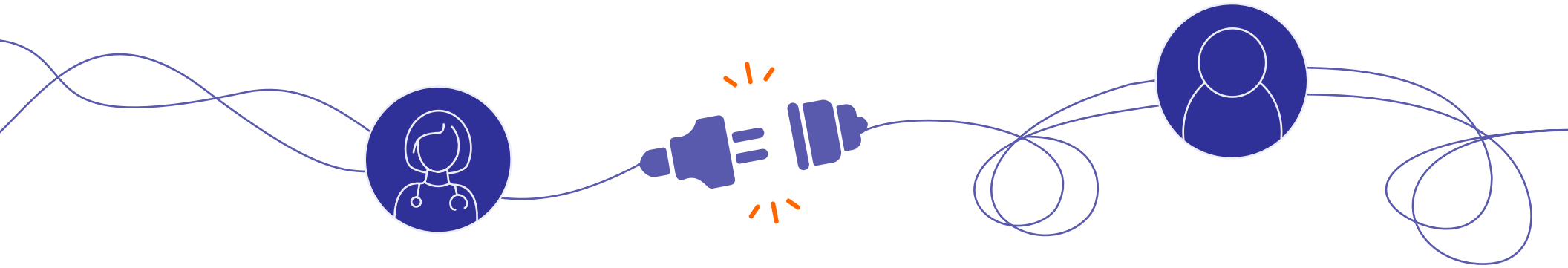
Digital Communication Overload

Have you checked your inbox today? Put your phone on "Do Not Disturb" mode to get a few moments of focus? Saw an unknown local number calling you and sent it straight to voicemail?

You're not alone. Millions are suffering from the same modern affliction: communication overload. In our digital age, we receive messaging 24/7 through our phones, computers, text messages, social media, and more. **A recent Telefonica study found that the average smartphone user receives an average of 63.5 notifications per day.**

If a healthcare system isn't attuned to what a patient cares about, it will inevitably add to the digital communication noise. While it's easier than ever to reach out to patients, it's also just as easy for a patient to ignore unknown calls, miss an appointment reminder email in their spam folder, get caught up in phone tag with your doctor's front office, or get lost in a portal that they forgot the password to. It's the reality of juggling multiple communication channels all day.

This disconnection, where engaged patients and access-minded healthcare organizations still struggle to reach one another, is the **Great Patient Disconnect.**



The Right Message, The Wrong Channel

In theory, these unprecedented levels of access should be a game changer for the healthcare industry. However, patients are falling through the cracks. **Only 8% of patients get the recommended preventive care. Meanwhile, the healthcare industry loses about $150 billion annually from missed appointments.**

Patients want to engage with their healthcare. Studies continue to show that when a patient is engaged in their care, **outcomes change for the better**. But especially for busy people already overloaded with 24/7 communication, it's critical that healthcare updates are delivered at the right time and in the right channel.

So, have the billions of dollars spent on patient engagement made this a reality?

For many patients, the digital options they're being given aren't necessarily improving their access to care. While **90% of organizations reported offering a patient portal, only about a third of patients use them**, according to the GAO. And the **KLAS Research report "Patient Perspectives on Patient Engagement Technology 2022"** shows that providers and patients often prioritize different digital solutions. In the report, providers prioritized office communication before and after visits and post-appointment education, while patients wanted the ability to self-check in for appointments, self-schedule, and reschedule.

> "We'd like to do it all. Get patients in faster, keep a full schedule, ensure patients stick to their care plan, engage and guide them once they leave, and get them to return for follow-up care. **But, we struggle to simply reach our patients.**"

James Hereford
President & CEO | Fairview Health Services

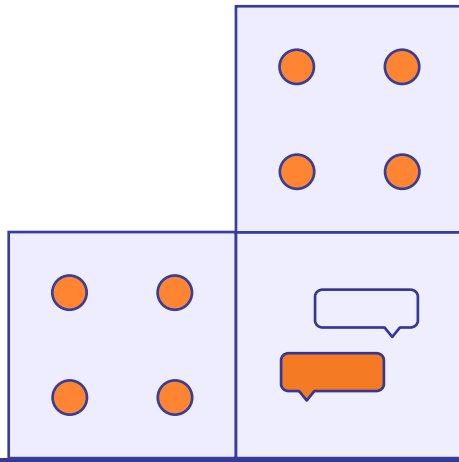


Bridging the Gap



The key to bridging the disconnection gap is meeting patients right where they're at, using tried and tested data outcomes and feedback from your patients that allow you to understand what patients need and want in order to reach you.

In the next sections of this resource, you'll learn how to leverage Luma Bedrock, paired with feedback from your own patients, to help bridge the Great Patient Disconnect at your organization.



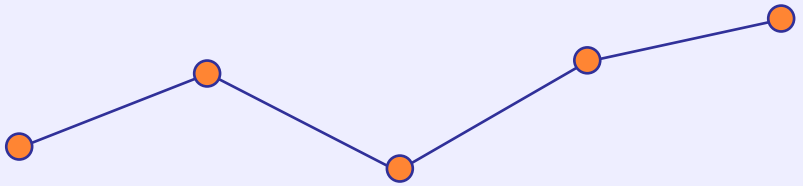
About Luma Bedrock

Luma Bedrock is a collection of strategic recommendations backed by data science, tailored to your organization type. We've integrated delivery networks, health systems, specialty groups, clinics, and federally qualified health centers (FQHCs) into account to give you insights for the most efficient and successful patient experience.

Over the last eight years, Luma accumulated over 700 million data points from our customer base of 650+ leading healthcare organizations.

We set out to combine our millions of data points, technical expertise, and product information to build a better foundation for reaching patients and bridging the Great Patient Disconnect.

Luma's data science team collaborated with our implementation and product teams to use this information to deliver actionable results for all types of healthcare organizations. They created recommendations based on the data for each of Luma's products to help healthcare organizations understand how patients want to, and are most likely to, engage with their care.



Bedrock uses **700M+** data points from **650+** leading healthcare organizations to bring actionable best practices to your organization.



SECTION TWO

Data-Driven Insights to Bridge the Gap

Recommendations



These recommendations are all focused on better reaching patients, giving them the timely information they need, and helping staff and patients connect.

In Bedrock resources, you'll find insights to take the guesswork out of questions like:

When is the right time to send an appointment reminder to a patient?

How can we get the right pre-visit information from our new patients?

What message is most likely to get responses from our referred patients?

Bringing Patients In for Care

Proactively reaching patients outside the four walls of your health system or clinic is one of the most important parts of a patient-facing digital strategy.

SMS is a powerful tool that can help you reach out to referred patients, provide important information to scheduled patients, and close care gaps for an attributed or high-risk patient population. It also has a better chance of reaching patients who might not have consistent Wi-Fi or your patient portal, and could otherwise have trouble reaching you except by phone call.

This section contains data-driven insights on maximizing your investment in SMS and more reliably reaching your patients for different use cases.





Patient Self-Scheduling

The ability to self-schedule appointments is a high priority for patients. Because it mitigates the need to call to schedule, it also reduces barriers to care and reduces workload for your staff.

Making self-scheduling as simple as possible – while taking into account your organization's policies – maximizes the benefits of self-scheduling and helps you bring more patients in for care.

KEY INSIGHT

Patients are more likely to book an appointment when they're shown more available times.



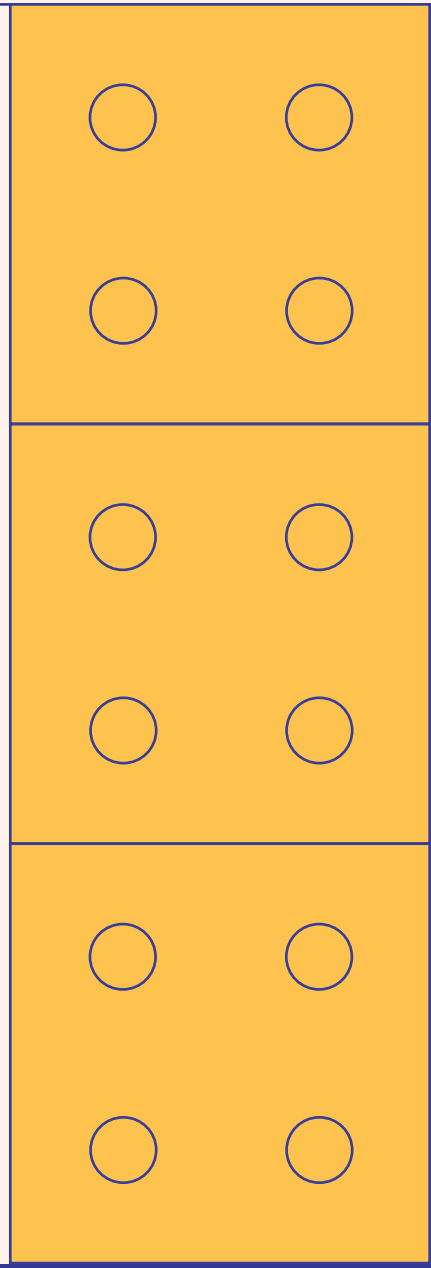
At CommuniCare Health Centers, self-scheduling integrated with their EHR helps patients choose available times. With easy access on the website's home page, **CommuniCare schedules over 30,000+ family medicine and pediatric visits per year - saving over 3,000 staff hours or $41,500 in revenue each month.**

CommuniCare

What the Data Says

Our data points to making the self-scheduling process quick and simple, while still gathering necessary information from patients. Doing so helps reduce drop-off rates, where patients don't schedule or call to schedule instead. For example:

- **Overall, ask only must-have information totaling 6 questions or fewer.**
- **Consider moving some information, like insurance details, to pre-visit intake forms instead of requiring it to schedule. A majority of patients who didn't complete the self-scheduling process in our data set dropped off when asked an insurance question.**



Rescheduling

Rescheduling is an especially time-sensitive and important use case for improving patient responses. Providing patients a simple way to reschedule avoids “digital dead ends” that can create no-shows and impact your expected appointment volume. It also reduces outbound calls your staff need to make to confirm or reschedule a patient’s appointment.

Making rescheduling as simple as possible for patients has a direct impact on your provider utilization, your staff’s time, and your bottom line.

KEY INSIGHT

Patients are 34% more likely to reschedule if they can do so directly from SMS instead of being directed elsewhere.



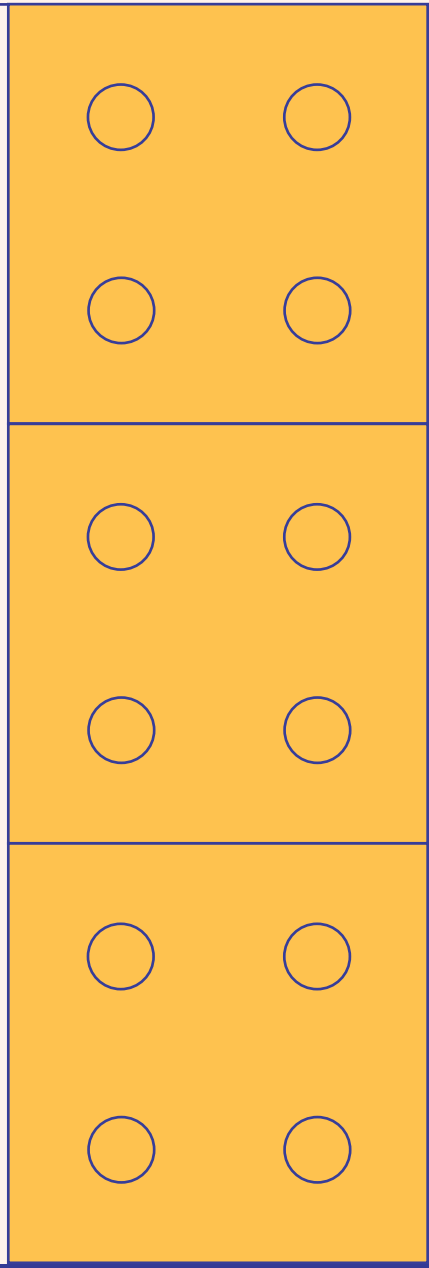
Ryan Health reschedules nearly **400 appointments per month** with Luma that might otherwise be left unfilled.

Ryan Health
Caring for New York. Here for You.

What the Data Says

Avoiding extra steps for patients increases the likelihood that they'll reschedule. For example:

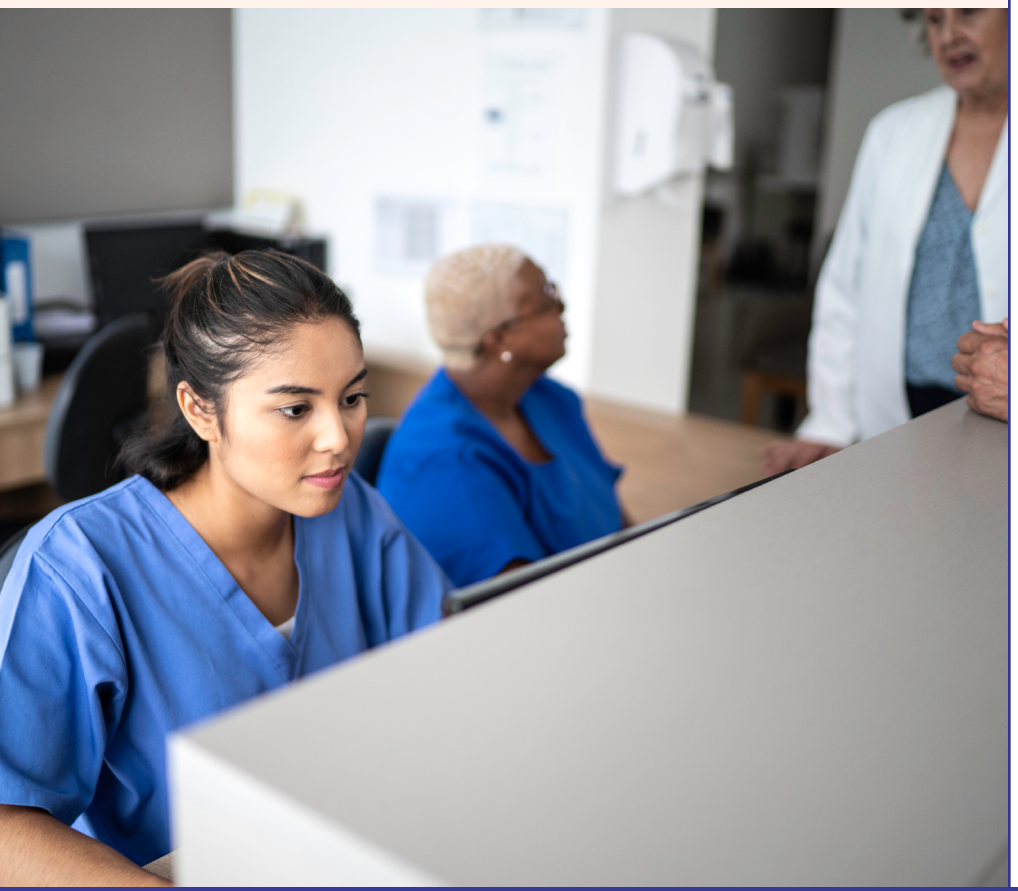
- **Add the ability to reschedule directly to a reminder message instead of directing patients to a separate website.**
- **Configure SMS reminders to automatically prompt patients to reschedule if a patient responds with a certain keyword, such as "I need to reschedule."**



Communicating More Effectively

KEY INSIGHT

Patients between the ages of 61 and 75 are more than twice as likely to respond to a feedback request than patients aged 18-30.



Part of addressing the Great Patient Disconnect is not just providing digital tools, but proactively gathering data and feedback and making adjustments to ensure that you are genuinely meeting patients' needs.

While patients might appreciate a reminder or communication from your organization, even if they don't respond, patient responses are often necessary to get patients to the next step in their healthcare journey. They also indicate that a patient understood the request or communication and found it valuable enough to respond, making response rates one way to gauge the effectiveness of your communication with patients.

When you encourage patient communication, you are building a more stable, long-term relationship with your community, increasing trust, ensuring better health outcomes, and standing out amongst your peers.

This section contains data-driven insights on harnessing patient feedback and building a stronger relationship with your community.

Feedback

Nearly every healthcare organization has an online presence, and reviews **are an important way that patients find and choose new providers**. But without a process in place for encouraging patient feedback, these reviews can be heavily skewed toward occasional negative reviews and harm new patients' impressions of your organization. In addition, you might not have a chance to follow up with patients personally to resolve their feedback and ensure a better overall experience.

Luma community members have shared that consistent requests for patient feedback, combined with a process for addressing any complaints, improves both patient experience and the organization's online presence.

KEY INSIGHT

Patients respond better when reminders are sent after the workday or on the weekend – unless they need to schedule a new appointment, when this trend is reversed.



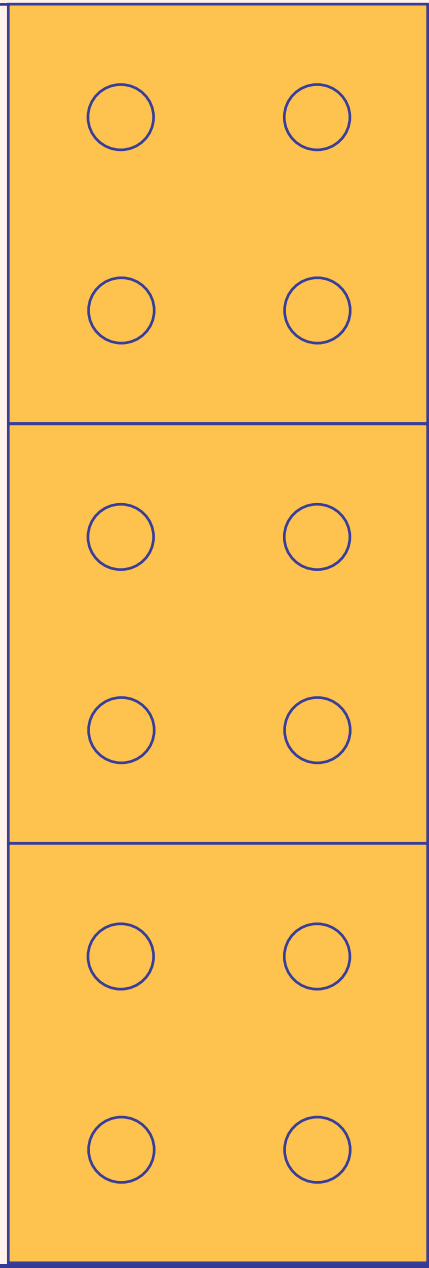
North Florida Women's Care partnered with Luma to send automatic feedback requests after each appointment, **increasing their patient ratings to 4.4/5 stars on Google and quickly receiving 200+ new reviews**.

north florida Women's Care OBSTETRICS & GYNECOLOGY

What the Data Says

Patients don't always respond to optional requests for feedback, so the most key factor for improving reviews is consistently sending requests across your patient base. However, they're more likely to respond when these requests are infrequent:

- **Limit how many times an individual patient is asked to rate your organization. Even if they're seen more often, we recommend asking each patient for feedback no more than twice per year.**



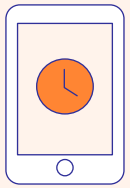
Reminders

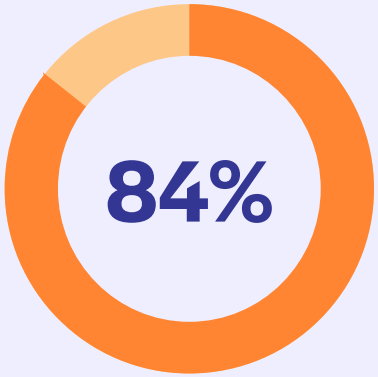
Healthcare organizations using Luma send an average 400,000 reminders to patients each weekday. These reminders contain a variety of actions for patients, from “confirm your appointment” to “complete your intake forms ahead of time.”

We’ve learned that it’s critical for patients to respond to messages you send that require an action – these actions can often save significant staff and patient time on appointment day and avoid time-consuming phone tag.

KEY INSIGHT

Reminders sent less than 24 hours before an appointment are most effective.





At St. Paul Eye Clinic, **84% of patients have their intake paperwork done before visits** with actionable pre-visit reminders. The advance prep saves an average of 11 minutes per patient in the office.

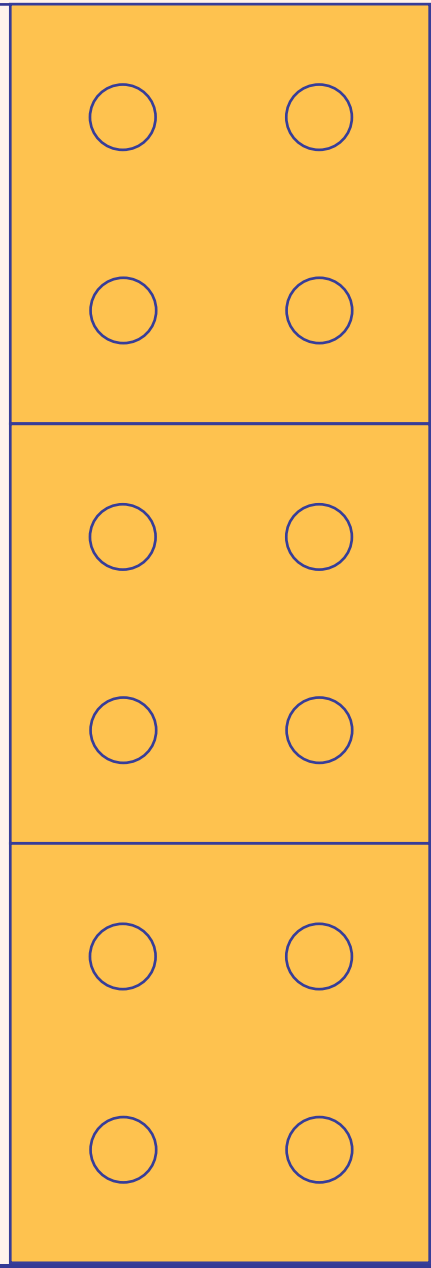
st.paul eye clinic P.A.

What the Data Says

Overall, our data points to making reminders as immediately actionable as possible. Doing so helps your messages stand out amongst the high volume of digital communication patients receive, builds trust in your organization, and makes responding simpler. For example:

- **Consider reducing the number of reminders and the length of your individual reminders. The data showed that patients are unlikely to respond to messages over 400 characters, for example.**

- **Send reminders close to patients' appointments, not far in advance. The data showed that response rates improved the closer a reminder occurred to the appointment date.**

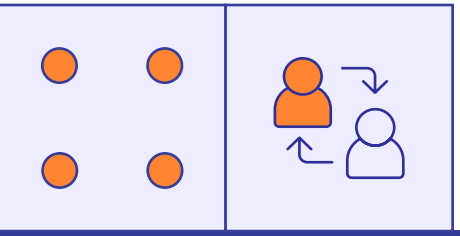


Closing Care Gaps

Whether a potential patient finds your practice through Google, word of mouth, or referrals from other providers, helping patients get to the next step in their care journey can often be blocked by obstacles, leading to gaps.

For example, relying on manual processes to bring patients in for care often slows down the care journey, resulting in staff frustration and patient care gaps. Knowing this, strategizing a digital pathway can streamline the care process, both for new and existing patients alike.

This section contains data-driven insights on optimizing patient self-scheduling and recall, allowing your practice to increase volume, revenue, and positive health outcomes.



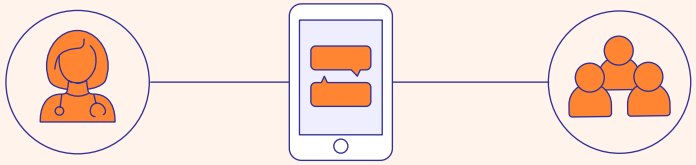


Recalls

Automated SMS recall reminders help bring patients in for follow-up care without additional manual calls from staff. If you aren't sending recall reminders, but use SMS already, sending these reminders is another tool available to you to fill schedules and keep patients up to date with their care, without requiring additional staff time.

KEY INSIGHT

Smaller practices see the best results when recall messages allow patients to self-schedule.





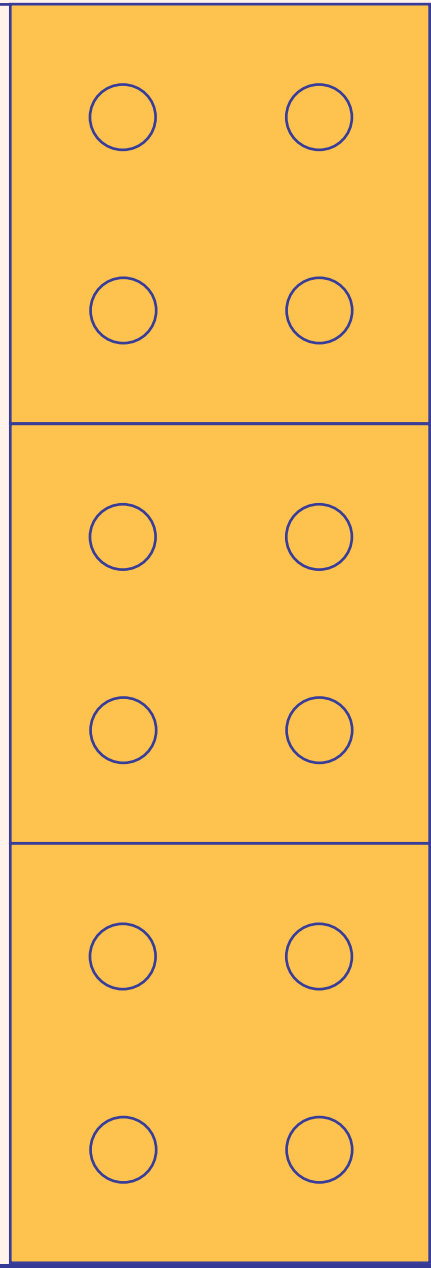
Cook County Health sent over 4.9 million appointment reminders to bring patients in for important vaccinations, **resulting in 2.8 million scheduled appointments since June 2020.**

COOK COUNTY HEALTH

What the Data Says

Keep timing in mind. Our data findings note that recall reminders should be sent with a padded time frame – not too close to when the appointment is due, but also not too far in advance.

- **About 3 months out, for example, is close enough to feel timely but far enough out for patients to have convenient times to choose from.**
- **Remind patients in a few words why it's important that they be seen. Doing so can motivate patients to self-schedule.**



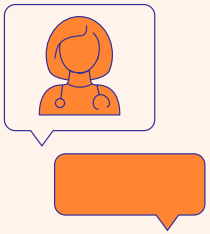
Referrals

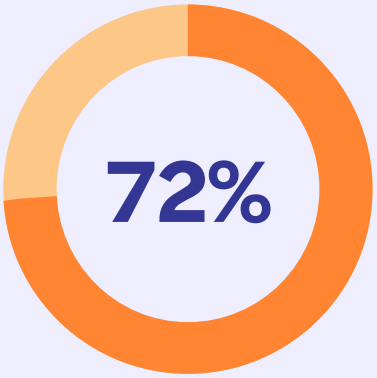
Every healthcare journey is complex, and often, not a “one-stop shop” with any one provider. For specialty practices, referrals are a key method for procuring new patients and staying competitive. For FQHCs, similar outreach is needed to reach attributed patients who might not have been seen at the organization before. In each of these cases, reaching patients who might not have even heard of your organization is a core part of your success.

Luma customers have shared that quick, automated outreach to a list of referred or attributed patients is crucial to reach as many as possible without hours of manual calls.

KEY INSIGHT

Patients are 3x more likely to schedule if the referral reminder includes the name of the referring provider.





At GI Associates,

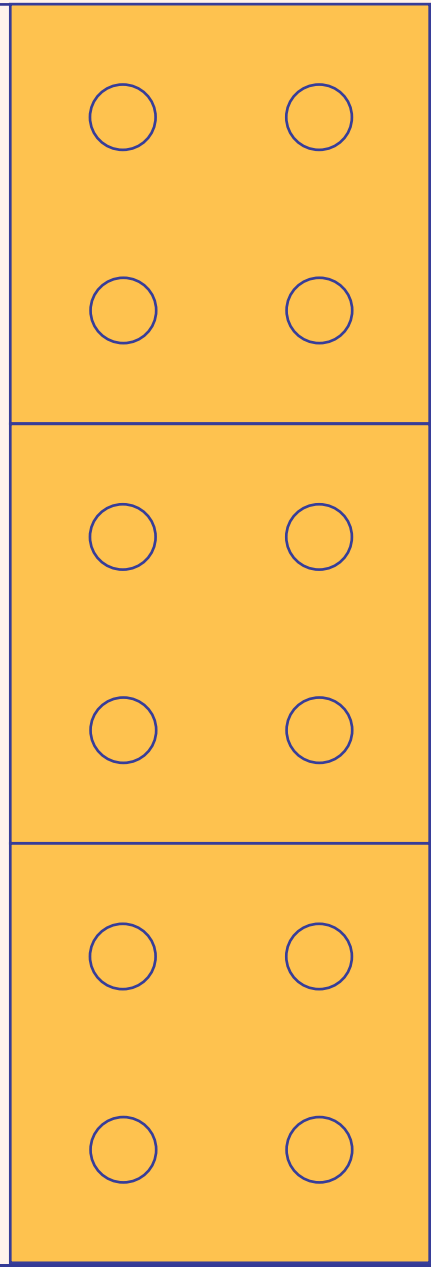
over 72% of patients referred to the specialty clinic schedule with an automated reminder text.

GI ASSOCIATES

What the Data Says

Building credibility and making it convenient for patients to respond are critical to reaching referred patients, who likely have many choices for where to receive their specialty or follow-up care. For example:

- **Add credibility to your referrals by including the referring provider's name in the message, which significantly increases patient responses.**
- **Avoid reminding patients about referrals on the weekend or late in the day – our data shows that patients are least likely to respond at these times.**
- **Don't overdo your reminders. According to our data findings, patients who plan to schedule their referral will do so quickly, whereas patients who don't plan to schedule won't do so, regardless of the number of reminders they receive. Sending more than 1-2 reminders risks patients opting out of future communication.**



SECTION THREE

Recommendations & Next Steps

Recommendations



The following recommendations are based on a selection of Bedrock insights:

1. **Ask Your Patients for Their Preferences**
2. **Build Your Digital Experience With Busy Patients in Mind**
3. **Deliver Next Steps Directly to Patients**

① Ask Your Patients for Their Preferences

It's simple, yet effective – when you ask your patients for feedback, not only is the patient empowered to be more engaged, but your practice receives real-time data about what is or isn't working.

When Houston ENT and Allergy realized patients weren't responding to automated scheduling calls, they asked patients for feedback. The team learned that patients often weren't able to pick up the phone during their workday, and switched to SMS-first communication instead. Patients now have a better experience – many choose to schedule online, and for those who do need to call, the wait times are significantly shorter.

Some organizations choose to create a patient feedback council for regular consultation. In a competitive market, staying current on patient feedback can help you provide a differentiated patient experience that gets patients in the door.

BEDROCK TIP

Remember to follow up with patients after making initial changes to understand whether the updated approach is better fitting their needs.

> **Our abandoned calls dropped over 50%** and patients are less frustrated, knowing they can schedule anytime they need and not play phone tag or sit on hold for a long time."

Chuck Leider
CEO | Houston ENT & Allergy

② Build Your Digital Experience With Busy Patients in Mind

You haven't imagined it – the pace of healthcare is faster than ever, both for providers and patients. The healthcare experience you provide has to be able to meet your population where they're at, and with their preferences in mind.

"It's not feasible to ask patients to wait until 8AM the next day to call in for an appointment," said Farooq Ajmal, CIO at Ryan Health in New York City. "With Luma, patients have 24/7 access. I've even seen patients change appointments on Saturday at 2AM."

Ryan Health reaches over 60% of their patient population with Luma reminders, generating an additional $322,575 in appointment revenue in six months.

Building flexible communication options for your patients allows them to stay connected to their care journey, at their convenience.

Likewise, keep communication brief and easy to understand (at a 6th grade reading level or below) so connecting with you requires less effort from busy patients.

BEDROCK TIP

Consider whether patients with a variety of schedules and preferences have digital options to engage with your organization.

> "It's not feasible to ask patients to wait until 8AM the next day to call in for an appointment. **With Luma, patients have 24/7 access.** I've even seen patients change appointments on Saturday at 2AM."

Farooq Ajmal
CIO | Ryan Health

③ Deliver Next Steps Directly to Patients

Keep it streamlined – when you eliminate extra steps for patients, their engagement increases. If your organization struggles with a patient experience pain point, like low patient portal sign-ups, it's possible that patients are being asked to jump through too many hoops.

At Seaview Orthopaedics, for example, new patients needed to email to request a new appointment, while existing patients needed to call to reschedule. Both patients and staff were frustrated by the extra steps.

Now, both new and existing patients can book online, and next steps are delivered directly to patients on the schedule via SMS.

Consider gathering patient feedback on their biggest struggle getting in for care, then evaluating whether that process can be streamlined or patients can be empowered to do more of the process on their own.

BEDROCK TIP

For organizations that prioritize enrollment in a patient portal, delivering a personalized sign-up or log-in link via text and explaining what information patients need to access in the portal can boost adoption.

> We wondered, **how many new patients did we lose by not calling them back soon enough?"**

Micheal Gibson
Director of Marketing, Business Development, & Patient Engagement | Seaview Orthopaedics

Bridging the Patient Disconnect: Discussion Guide



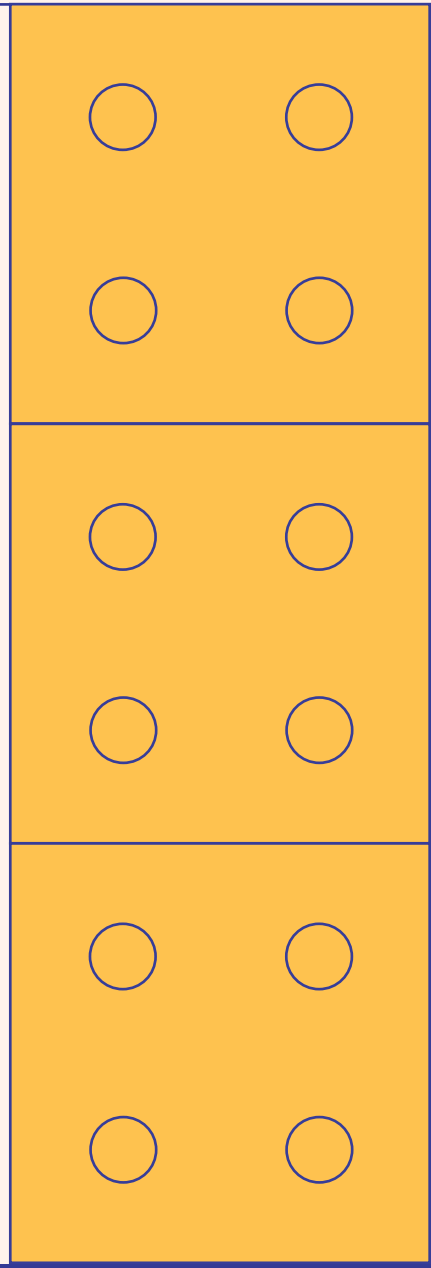
Use this discussion guide to identify or discuss where your organization might be experiencing the Great Patient Disconnect. We recommend discussing these topics with a variety of roles at your organization for a fuller understanding of potential gaps, then using the questions to guide patient feedback as well.

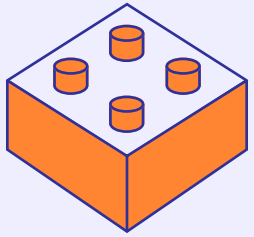
- ☐ Does your digital strategy include options to reach patients (and help them reach you) after hours?
- ☐ Are you relying on manual calling to reach patients? What patients might this leave out?
- ☐ Are there areas of the patient access journey that require multiple steps or significant effort from patients?
- ☐ Where might your patients be experiencing digital dead ends?
- ☐ How might you provide more self-service ways for patients to engage with you?
- ☐ Conversely, are you asking the patient to do too much up front that could be streamlined (for example, filling out extensive pre-scheduling forms)?
- ☐ Has your organization recently gathered patient feedback on the digital experience and ease of accessing care?

How To Access Luma Bedrock

Luma community members have free access to Bedrock Insights through the Luma Help Center. Sign in to your account on **support.lumahealth.io** and you'll be able to access Bedrock insights, data, and recommendations that you can immediately put into practice.

If you're not yet a Luma community member but are interested in learning more about building a stronger connection with your patients using Bedrock, reach out to a member of the Luma team at lumahealth.io. You'll also find more recommendations throughout this resource.





Learn more at
go.lumahealth.io/bedrock

luma™