

Winning Patients in a Competitive Market

155

call hours saved within
one year with patient
self-scheduling

33

days saved on average
for patients who opt in
to waitlist offers

\$500K+

in revenue captured from
prevented no-shows within
one year

Becoming the provider of choice with equitable, consumer-friendly access

The southern middle Tennessee area that Maury Regional Health (MRH) serves is very competitive, with many healthcare options for patients. Although these healthcare consumers have many choices, patients vary widely in terms of their diversity and socioeconomic status, directly impacting their access to healthcare. MRH's goal is to ensure high-quality, equitable healthcare access, with an easy-to-use, consumer-grade experience for all patients.

"We serve a wide variety of patients with high consumer expectations, and some might not have reliable internet service," said Renee McKibben, RN, MSN, Operations Director at MRH. "Texting is universal." A text-first consumer self-service approach – deeply integrated with MRH's Oracle Health EHR – was part of MRH's strategic imperative to drive growth and serve more patients in their competitive healthcare market.



Columbia, TN



Oracle Health EHR



Regional Health System



Luma's integration with Oracle Health has been of immense value, allowing us to have standardization and personalization at the same time and ensuring that our business is meeting the needs of a wide variety of patients."

Greg Whitlock, CIO
Maury Regional Health



Attracting new patients, keeping them coming back

“We’re in one of the fastest-growing areas of Tennessee, with lots of people searching for a new primary care physician. And to capture that demand, people have to be able to find an appointment on their first try,” said CIO Greg Whitlock. MRH uses Luma’s Oracle Health-integrated chatbot to help patients schedule an appointment on their website, and if patients call in, they have the option to self-schedule via SMS instead of waiting on hold. SMS rescheduling also keeps patients on the schedule instead of dropping off, and has captured more than \$350K in one year.

Bring in and retain patients like Maury Regional Health:



Offer EHR-integrated self-service

“Going back and forth over the phone to coordinate care is a frustrating experience, and it risks gaps in a patient’s care coordination,” said McKibben. “When patients can self-service and it’s automatically integrated with Oracle Health, that’s a better experience all the way around.”



Customer Outcome

Within one year, MRH saved a full month of FTE time with appointments booked by patients online instead of by staff over the phone.



Focus on patient readiness

High-value specialties like rheumatology book up several months in advance, and after a long wait, patients often missed appointments or necessary prep instructions, said McKibben. Now, patients receive personalized outreach based on their upcoming appointments in the Oracle Health medical record.



Customer Outcome

Patients on the waitlist are seen an average of 33 days sooner, and MRH saved 500K+ within one year from prevented no-shows.



Bring in new patients through a variety of channels.

MRH’s strategic plan for the next few years includes expanding to several new locations and building their regional footprint. MRH now captures more new patient demand with Luma’s Oracle Health-integrated chatbot on their website and the option to switch to SMS for patients waiting on hold to speak with staff. instead of going elsewhere.”



Customer Outcome

MRH’s options for patients avoid digital dead ends and manual work for staff. “Luma gets the patient’s information, gets the appointment scheduled correctly and then gets it written back into Oracle,” said McKibben.

Support your business growth and patient access goals – schedule a Luma demo today.