

lumahealth™

# All About Access

Everything you need to know to sustainably  
increase access to care

July 31, 2019

Luma Health was founded on the idea that healthcare should work better for all patients

Luma Health empowers providers to make this a reality through its total patient engagement solution, designed to boost access, streamline patient-provider communications, and help providers grow their business.

The logo for Luma Health features the word "luma" in a bold, orange, lowercase sans-serif font, followed by "health" in a lighter, grey, lowercase sans-serif font. A small "TM" trademark symbol is positioned at the top right of the "h" in "health".

lumahealth™

# Webinar Overview

-  Defining access for both patients and providers
-  Implementing a successful outreach strategy
-  Building an always-open digital front door
-  8 ways to stay connected throughout the care journey
-  Scaling your business to meet demand

# Research shows that access to care:

- Is intricately linked to quality outcomes
- Lowers healthcare costs over time
- Increases productivity, economic mobility, and economic growth

“Access is intertwined with quality and difficult to de-link. While access does not equal quality, it is often a strong determinant of quality.”

-Shantanu Agrawal and Brock Slabach in “The Drive to Quality and Access In Rural Health”

# What does access mean to us?

## For clinics and systems –

- Meeting patient demand for services.
- Maximizing patients seen.
- Streamlining the patient's experience in getting to care.
- Succeeding under-managed care and pay-for-performance contracts.
- Increasing revenue and growing market share.

## For patients –

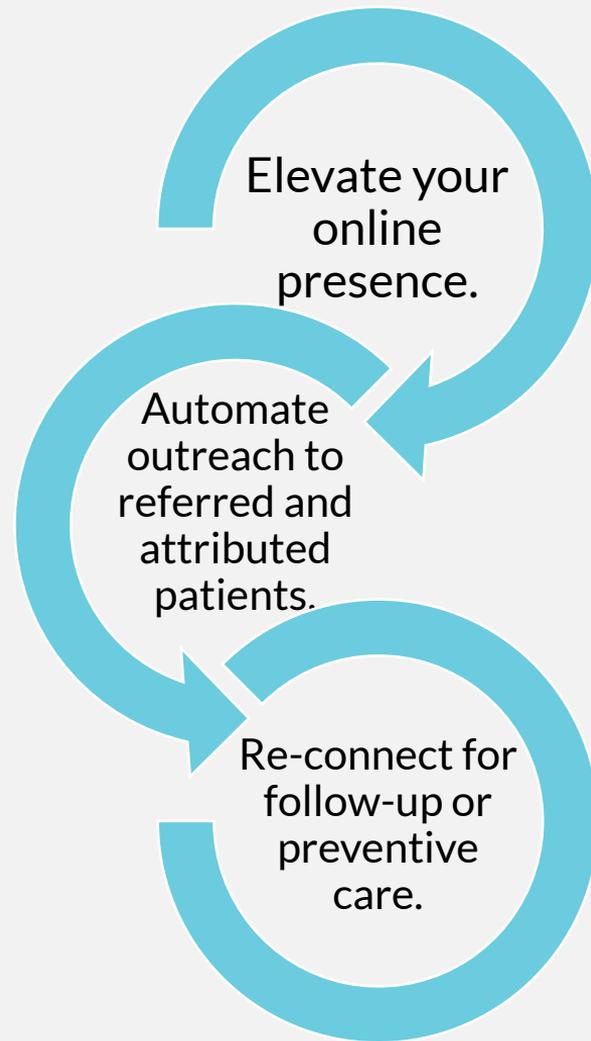
- It's the first step to overcoming illness and getting on the path to healthy.
- It's how they reconnect with providers throughout their care journey.
- It's how they get the attention, medication, and guidance they need to get to stay healthy.

**Access to care =**  
the right care  
at the right time  
in the right place.

# How to boost access.

Sustainable practices for bringing more patients through your doors, keeping them engaged, and growing your business along the way.

**It all starts  
with outreach.**





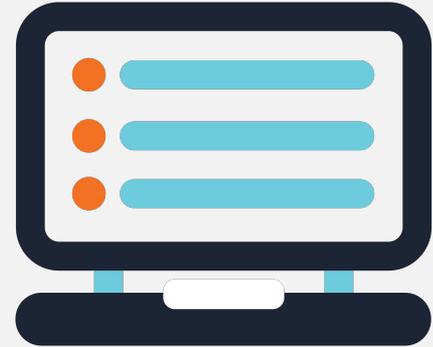
200 new online reviews leading  
to 4.4/5 on Google at North  
Florida Women's Care

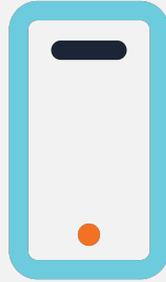


Alexander Valley Health Center  
increased new patient  
conversion by 3.8x

# Build a better digital front door.

- Healthcare associations like MGMA and AAFP recommended practices implement technology to make it easier to schedule an appointment.
  - 24/7 convenience
  - Select the right appointment slot with the right provider
  - Reschedule if necessary
- Opening your digital front door means your patients can call, text, or go online to quickly get an appointment or the information they need.





One-third of all appointments are booked online at a Montana-based clinic, and half of those were new patient appointments.

# Stay connected with patients throughout their entire care journey.

Provide health education content to newly diagnosed patients

Offer health literacy support

Answer patient questions

Check in on symptoms between visits

Follow up with patients post-discharge

Collect patient-reported outcome measures

Offer virtual visits

Remind patients about needed preventive care



A Houston-based endocrinologist sends pre-appointment videos to new patients with diabetes. It helps them understand their diagnosis and come to their appointment prepared with questions.



New Cisco Webex Teams integration allows patients and providers to seamlessly and securely connect, no downloads or logins required. Automatically offer this to patients who cancel due to transportation or mobility barriers.

# Keeping access sustainable.

## Optimize your schedule

- Cut no-shows and fill cancelled appointment slots. Use the reminder-waitlist one-two punch.

## Save time and money

- Reduce phone tag and manual data entry with automated outreach, reminders, and digital intake

## Drive more appointments for more revenue

- One customer generated \$10,000 in additional monthly revenue by automating referral outreach.

## Succeed in value-based care

- Increase access to preventive services and drive outcomes through better communication



Keep an estimated \$120,000 in revenue by filling gaps in your schedule.



Virginia Cardiovascular Specialists saved 290 hours of staff time monthly by reducing phone volume.

# The Luma Health Commitment

Luma Health is committed to partnering to –

- Driving more patients to the care they need
- Modernizing communication between patients and providers
- Helping you grow your business



# Questions?

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