

# ALEXANDER VALLEY HEALTH CENTER

Increasing access to high-quality care for thousands of patients.



FQHC Case Study

## THE PROBLEM

Designed to improve health outcomes in some of the most hard-to-reach communities across the country, FQHCs like Alexander Valley are increasing access to high-quality, comprehensive care. But many are struggling to reach populations in need and engage them in care.

### Alexander Valley was experiencing:

**67%**

phone calls unanswered

**3+ weeks**

average wait time

**\$650,000+**

average annual revenue lost

## THE SOLUTION

Leveraging Luma Health's HIPAA-compliant, multilingual, two-way messaging enables better engagement throughout the patient journey. With mobile-first communication, Alexander Valley experienced a dramatic increase in the patients they were reaching.



**3.8x**  
greater conversion rate  
than other similar providers

Thirty-eight percent of newly attributed patients contacted made an appointment. Other providers' conversion rates hovered closer to 10%.



**30%**  
increased access to  
preventative screenings

Alexander Valley also reached additional patients with care gaps — patients who were past-due for a Pap smear.



“We are the only health center in a 20 mile radius, so we have to make sure that we are providing timely access to care. Luma Health offers and confirms appointments at any hour of the day, which allows patients to have quicker access to their primary care and behavioral health providers. Luma Health is not only user friendly—it’s patient friendly.”



Samantha Guthman, Chief Operating Officer  
**Alexander Valley Healthcare**

Alexander Valley substantially improved patient engagement through measurable results that increased access to care and patient satisfaction. It also helped them demonstrate the value they were providing to the community, better positioning them for enhanced reimbursement and grant opportunities.

**61%**

response rate for appt confirmation text messages

**15%**

increase in patient reach using Spanish language texts

**100**

filled cancellations per month

**82%**

positive patient feedback responses

### WHY FQHCs SHOULD PAY ATTENTION

- 20% of Americans can’t afford or access health care.
- Nearly ½ of uninsured, nonelderly adults in the U.S. lack a usual source of care.
- The onset of a chronic illness can reduce wages by 18% over time.

### LUMA HEALTH CAN HELP YOU ACHIEVE KEY GOALS

- Streamlining patient outreach
- Increasing screening rates
- Improving CAHPS scores
- Reducing health disparities

Leverage Luma Health’s Total Patient Engagement™ platform, and drive better engagement across the patient journey. Learn more about Luma Health solutions at [www.lumahealth.io](http://www.lumahealth.io).

Sources:

Centers for Disease Control and Prevention (<https://www.cdc.gov/nchs/data/hus/hus17.pdf>)  
 Kaiser Family Foundation (<https://www.kff.org/uninsured/fact-sheet/key-facts-about-the-uninsured-population/>)  
 Health Affairs Blog (<https://www.healthaffairs.org/doi/10.1377/hblog20160418.054518/full/>)