

NO MORE NO-SHOWS!

How to fill your schedules and keep them filled.

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**NEEDING HEALTHCARE CAN BE
HARD — GETTING CARE
SHOULDN'T BE.**

We built Luma Health because we are all patients. We believe it should be easy to see and connect with our doctor. To get the care we need, when we need it. Ours is a new vision aligned around letting systems deliver high-quality healthcare, lower the burden on staff, and provide the modern, mobile-first experience we all deserve. Let's go!



ABOUT THE SPEAKER

Alex Harris



- Product Marketing Manager at Luma Health
- Former policy wonk for community health
- Passionate about innovations that make healthcare better for all

PART I: HOW SMARTER CANCELLATION MANAGEMENT LOWERS NO-SHOWS

Today we'll talk about our 3 principles for smart cancellation management:

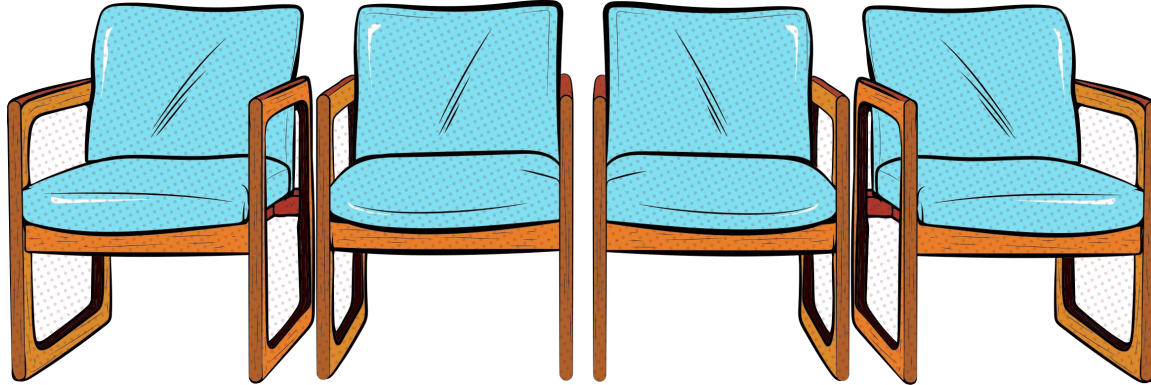
- Simplifying patient cancellation and rescheduling
- Enabling patients to self-join a smart waitlist
- Automating actionable appointment offers to waitlist patients

Join us on 10/16 for Part II, Better Reminders for Better Attendance.

We'll talk about:

- How to implement actionable, text-first reminders
- When to send reminders
- How actionable reminders can cut no-shows in half

THE COSTS OF NO-SHOWS



NO-SHOWS AND CANCELLATIONS ARE COSTING YOU (A LOT OF) MONEY.

The healthcare industry loses more than **\$150 billion** a year to no-shows alone.

The average no-show rate for clinics, systems, and practices is around **18.8%**.

18.8% no show rate
× 21 appt. slots per day
× \$150 avg. appt. value
× 264 business days a year

\$156,340.80 per provider, per year

NO-SHOWS AND CANCELLATIONS ARE COSTING YOU (TOO MUCH) TIME.

It takes a significant chunk of staff time to follow-up with patients who miss appointments and reschedule them for another date or time.

In fact, we calculate it's taking about **17 and a half full business** days a year for every provider on staff.

$$\begin{array}{r} 8.1 \text{ minutes} \\ \times 18.8\% \text{ no show rate} \\ \times 21 \text{ appt. slots a day} \\ \hline \end{array}$$

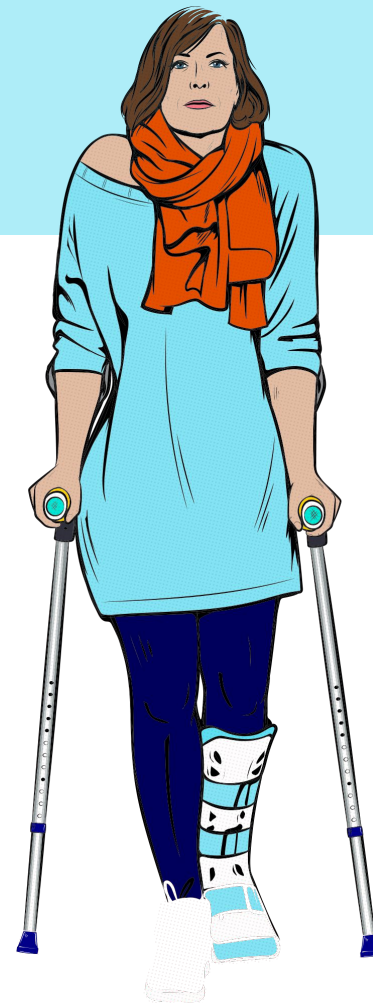
**31.9 minutes per provider,
per day**

NO-SHOWS AND CANCELLATIONS ARE COSTING YOU YOUR PATIENTS' HEALTH AND HAPPINESS.

Waiting is the worst – especially when you're sick.

Unfortunately, cancelled appointments and no-shows are adding to patient wait time.

The longer patients have to wait for care, the more likely they are to go elsewhere OR put off care, threatening their outcomes.



**SMART
CANCELLATION
MANAGEMENT FOR
NO MORE NO-SHOWS**

THE PATIENT NO-SHOW CYCLE



Patient needs care.



Patient calls to make an appointment.



Patient waits for the appointment.



Life happens, patient has to cancel or reschedule.



Patient tries calling, gets put on hold.



Patient gives up, no-shows, and delays care.



FIRST PRINCIPLE OF SMART CANCELLATION MANGAGEMENT

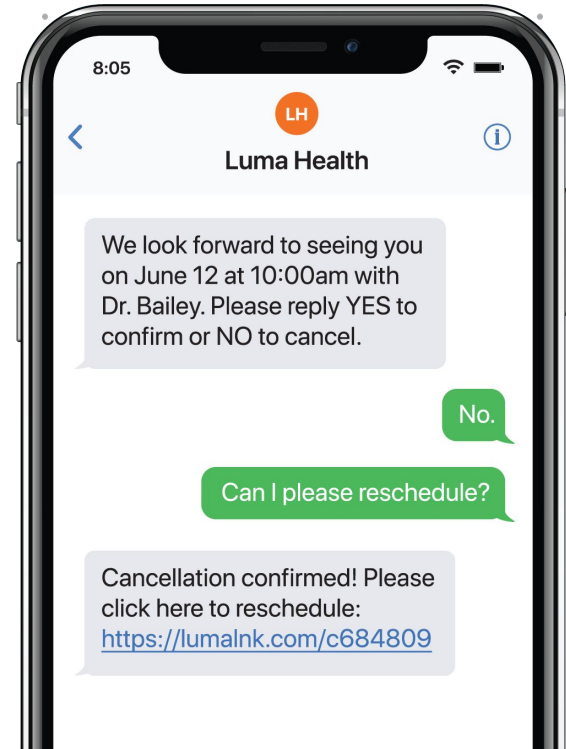
#1: MAKE IT EASY

Give patients the option to cancel or reschedule 24/7.

What will happen?

- No-shows → reschedules
- Patient happiness ↑
- Inbound phone volume ↓

- ✓ Text-first works best
- ✓ 24/7 rescheduling
- ✓ Early cancellations mean new opportunities





SECOND PRINCIPLE OF SMART CANCELLATION MANAGEMENT

#2: DEPLOY A SMART WAITLIST

- Allows patients to secure an earlier appointment
- Fills empty slots left by inevitable cancellations & no-shows
- Minimizes the impact of patient schedule changes

- ✓ Text-first STILL works best
- ✓ Allow patients to self-join
- ✓ Automatically trigger offers when the right slots open up
- ✓ Send patients offers one-at-a-time or on a first come, first serve basis

 We are currently offering patient #1 of 14 the open slot with Steve Kerr on June 26th at 11:00am
Started at 4:24pm | Estimated time to completion: 4 hours

 **KD** KT DG JM AI ZP PM SL DW DJ NY KL OC SC **CANCEL**



THIRD PRINCIPLE OF SMART CANCELLATION MANGAGEMENT

#3: REMIND PATIENTS EARLY AND OFTEN

- A quarter of no-shows are due to the simple act of forgetting
- Another quarter are due to confusion over date, time, or location
- Reminding patients early and often can seriously slash your no-shows

- ✓ Text-first STILL works best
- ✓ Give patients the opportunity to cancel or reschedule from the reminder
- ✓ Send any relevant information they need before their appointment – directions, prep instructions, what to bring, etc.



PRO TIP! LOOK FOR TWO-WAY, REAL-TIME EHR INTEGRATION

- Offer patients the convenience of scheduling online with always accurate availability
- Automatically create appointments in your EHR based on waitlist acceptance
- Make sure your appointment reminders are accurate and up-to-date



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ABOUT THE SPEAKER

Chuck Leider



Director of Health Informatics at
Houston ENT and Allergy Clinics

PART 2: BETTER REMINDERS FOR BETTER ATTENDANCE

Today we'll talk about:

- How to implement actionable, text-first reminders
- When to send reminders
- How actionable reminders can cut no-shows in half

Last month we covered our principles for smart cancellation management:

- Simplifying patient cancellation and rescheduling
- Enabling patients to self-join a smart waitlist
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THE PATIENT NO-SHOW CYCLE



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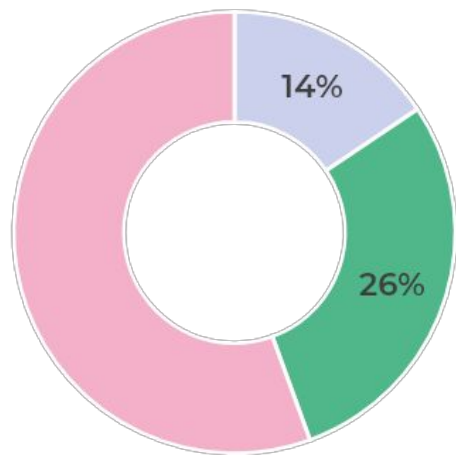


**ACTIONABLE,
TEXT-FIRST REMINDERS**

SEND REMINDERS, COMBAT FORGETFULNESS

26% of patients miss appointments simply because they forget.

14% miss appointments due to forgetfulness or confusion about when or where an appointment will be.

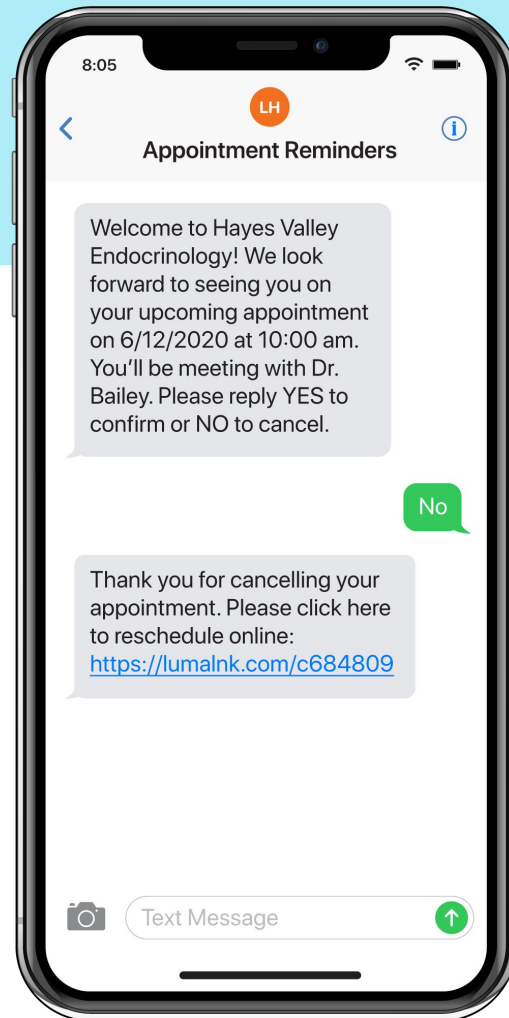


ACTIONABLE REMINDERS PATIENTS CAN RESPOND TO

Patients should be able to interact with a reminder with the simplicity of sending a text message.

Here's what they can do with actionable reminders:

- ✓ Confirm an appointment
- ✓ Cancel
- ✓ Reschedule online or via text
- ✓ Ask their care team a question



THE POWER OF THE TEXT

7/10
patients

Want the ability to communicate electronically with their providers.

99%
of U.S. adults

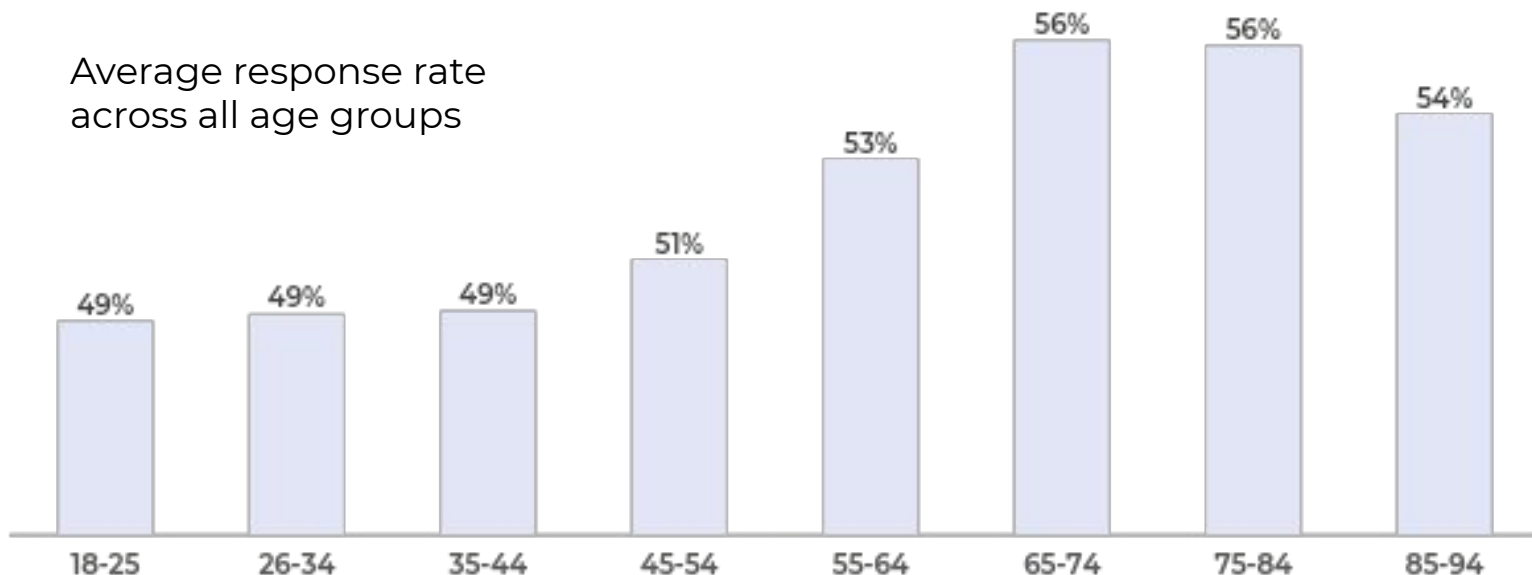
Own a cellphone, and text messaging is the most frequently used functionality.

Text >
phone + email

Patients receive 99% of texts, but they only open emails 20% of the time and answer phone calls 45% of the time.

PATIENTS OF ALL AGES ARE TEXTING, AND RESPONDING

Average response rate
across all age groups



OPTIMIZING YOUR REMINDER CADENCE

MAKE SURE PATIENTS GET THE REMINDERS THEY NEED, WHEN THEY NEED THEM

- Use the 7-, 4-, and 2-day rule for optimized reminders
- Automate a reminder 1 day out if the appointment's not cancelled or confirmed
- Update your custom cadence anytime



STEPS FOR IMPLEMENTING A SUPER-EFFECTIVE REMINDER SYSTEM

#1: Integrate your reminder system with your EHR or PM.

#2: Customize message templates for different providers, appointment types, or locations.

#3: Make messages personal with squigglyies!



#4: Deliver reminders at the optimal times.

```
Find a squiggly

Patient Name
{{patient.name}}

Patient First Name
{{patient.firstname}}

Patient Last Name
{{patient.lastname}}

Self Schedule Link
{{system.url.selfScheduleUrl}}

Insurance Upload Link
{{system.url.insuranceUrl}}
```

**LIVING THE RESULTS —
NO MORE NO-SHOWS**

RESULTS FROM HOUSTON ENT

Evaluate current process

Know your analytics for no-show appts

Implementation

ROI



IMPLEMENTING APPOINTMENT REMINDERS

Your appt with Dr. Bradford Patt at Houston ENT & Allergy - Memorial City Patt (915 Gessner #235) is on Oct 16th, 4:00 pm. Reply YES to confirm or NO to cancel

Y

Sorry, you can only reply YES or NO to this message.

Yes

Thank you for confirming your appointment. In order to expedite the check-in process and reduce wait time, please be aware that you will receive an email/text message from us prior to your appointment that will prompt you to check in. Please be sure to complete all of the requested information before arriving to your appointment. Thank you and have a great day!

RESULTS FROM HOUSTON ENT

Clinic wide no-show rate 15% pre-Luma

Average appointment value \$200

Luma no-show rate 6%

\$1.8 million saved in annual revenue



PRO TIP! MAKE YOUR REMINDERS WORK FOR YOU

- Seamless EHR integration
- Automated to send SMS reminders at the optimal times, no constant monitoring required
- Personalized to each unique patient based on their information, their appointment, and their provider
- Two-way, so patients have the ability to respond to ask questions

