

LARGE ACADEMIC MEDICAL CENTER

Closing the Gap on Patient Access

THE JOURNEY TO TOTAL PATIENT ENGAGEMENT

A large, multi-campus, academic medical center was looking for a solution to manage access to their outpatient visits. This medical center serves as a leader in innovative medical care as well as an important safety-net for the area's uninsured and Medicaid patients. They needed a cost-effective solution that would allow their patients to easily access care.



The health center was facing a few core obstacles:

- ✗ Underutilized slot capacity
- ✗ An inefficient referral outreach process
- ✗ Dissatisfied patients in need of care



Engaging the right partner:

Once the health system chose Luma Health as its partner in increasing access to care, the next step was to roll out the new technology at its orthopedics department.



Key use cases:

- Automating outreach to referred patients
- Allowing patients to self-schedule online
- Reminding patients of upcoming appointments
- Seamlessly filling cancelled appointment slots



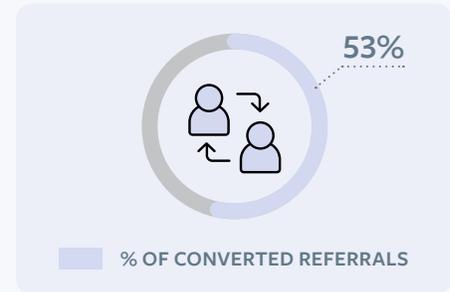
Key achievements:

- ✓ Increased slot utilization
- ✓ Streamlined outreach workflows
- ✓ Access to care for more patients

WHAT LUMA HEALTH DELIVERED

AUTOMATING REFERRAL OUTREACH

The university health system partnered with Luma Health to design an optimal workflow for syncing referrals and automating outreach to their referred patients. **In just over three months, the medical center achieved a 53 percent referral conversion rate.**



INCREASING SLOT UTILIZATION

While the medical center wanted to reach more referred patients, they also needed to maximize appointment slot utilization to see patients more quickly. By automatically filling empty appointment slots with patients on the waitlist, the medical center was able to **increase the amount of monthly availabilities filled by 2.4x, generating an additional \$332K in revenue.***

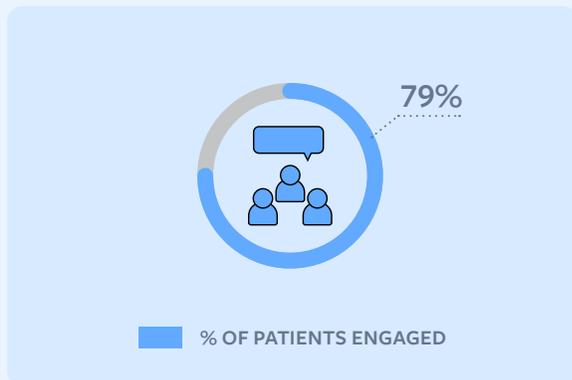


* Based on an average appointment value of \$138

ENGAGING PATIENTS FOR A BETTER EXPERIENCE

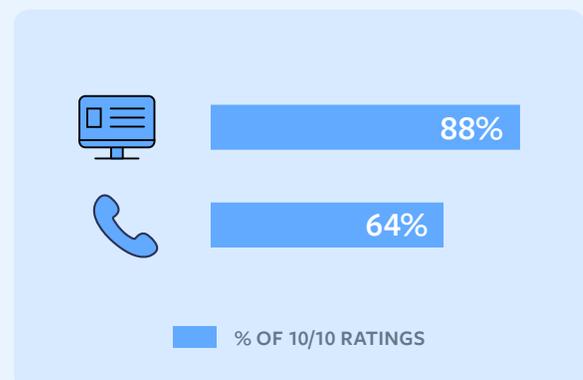
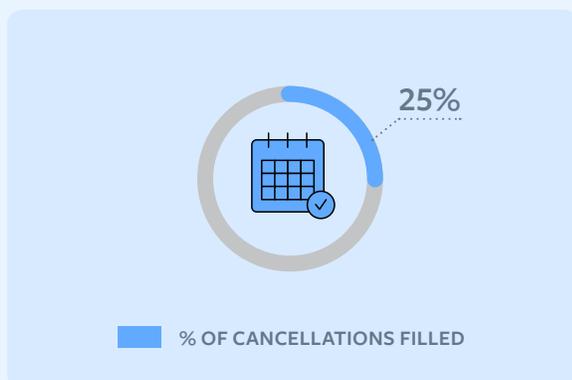
The medical center sent out text message that allowed patients to confirm, cancel, or reschedule directly from the text. With their new reminder capabilities, **the medical center was able to engage 79% of patients in their first 100 days.**

Actionable reminders yielded increased confirmations. In fact, they were able to increase their number of confirmed appointments from 5260 to 6100, **a 16% increase in confirmations in three months.**



Patient and staff satisfaction soared as staff were able to automate appointment reminders and rescheduling efforts, **filling nearly 25% of cancellations without lifting a finger.**

Patients were enthusiastic about the flexibility that the new online scheduling wizard provided. **88% of patients rated their online scheduling experience a 10 out of 10, while only 64% gave scheduling via phone the same rating.**



ADVANCED EPIC INTEGRATION

Luma Health worked with the health system to implement an advanced Epic integration to meet the system's unique needs. The two-way, real-time integration with Epic enabled advanced referral management, sophisticated appointment reminders, and streamlined operational workflows.



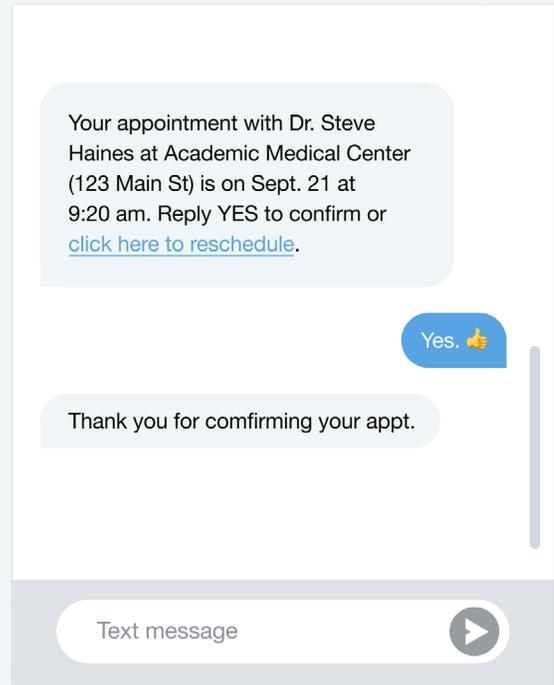
Once referrals in Epic are ready to schedule, they are instantly synced to Luma Health for automatic patient outreach



Appointment reminders are customizable by visit type, department, and provider



Real-time syncing and bidirectional functionality ensures your schedule and communications are always accurate, always up-to-date



Luma Health partners with health systems of all sizes to streamline the entire patient journey. Learn more about how choosing Luma Health as your technology partner can help you increase access, drive revenue, and improve satisfaction for both patients and staff at www.lumahealth.io.

