

# Modernizing Care with Digital Communication

By taking a digital-first approach to patient communication, Gastro Health provides more timely patient care and avoids back-and-forth for staff. Luma Health helps patients schedule and prepare for gastroenterology care when and where it's convenient, across six states and more than 150 locations.

Gastro Health chose Luma Health for a patient-centered, modern experience.

“Patients might need to reach us in the middle of the night. Our investment in Luma Health is helping us provide that modern patient experience.”

Rich Weissmark,  
VP of Strategic Operations  
Gastro Health

## Why Gastro Health went with Luma Health

The COVID-19 **pandemic accelerated Gastro Health's digital front door plans**. Gastro Health has continued to use Luma Health to **communicate more easily with their patients**, especially those with time-sensitive or prep-heavy procedures, than they could with their EHR-based solution.

## Using Luma Health, Gastro Health sees:



### Fewer Phone Calls

Investing in more staff to leave patients voicemails is an outdated strategy, says Weissmark. Instead, patients schedule or change appointments from anywhere - no phone call required.



### Easier Scheduling

Patients often have urgent needs at Gastro, and need to fit complex appointments into their busy schedules. Self-scheduling via text has been popular with patients of all age groups, including elderly patients.



### More Filled Appointments

For patients waiting on GI care, being seen as soon as possible is critical. Gastro automatically reaches out to patients on the waitlist if a sooner appointment opens up, filling about 45% of last-minute openings.

Are you ready to create a more modern, patient-centered experience like Gastro Health?  
Schedule a demo today.

