



# Bringing in Patients with Personalized Outreach

Operating in Houston, one of the nation’s most dynamic healthcare hubs, Kelsey-Seybold Clinic uses Luma for a differentiated patient experience. Luma goes beyond pay-per-message reminders, integrating with the Epic EHR and supporting initiatives like welcome calls for new patients and outreach in English, Spanish, and Vietnamese.

Kelsey-Seybold reaches 200,000+ patients each month with Luma.

“ We see Luma as a core operating system for our key strategic objectives. Luma’s execution and innovation is what we look for in a partner.”

Greg Hyzak, CIO  
Kelsey-Seybold Clinic

## How Kelsey-Seybold reaches more patients with Luma

Providing a **great patient experience at scale** requires Kelsey-Seybold to innovate and automate workflows that provide a personal touch, keeping the Epic EHR as the source of truth. After switching from standard reminders with a pay-per-message vendor, they’re finding opportunities to **level up and expand patient communication** with:



### “Meet Your Doctor” Calls

Navigating a crowded market and scheduling with a new provider can be daunting, so Kelsey-Seybold’s providers can record a message that welcomes their new patients personally via automated calls.



### Customized Caller ID

Automated reminder and welcome calls show as a Kelsey-Seybold phone number, not a toll-free number, so patients are more likely to answer and receive important updates.



### Customized Care Reminders

Patients who are due for Rx refills, checkups, and more take action right from automated messages in English, Spanish, or Vietnamese. Nearly 60% of patients respond to the reminders.

Are you ready to expand your reach like Kelsey-Seybold Clinic? Schedule a demo today.

