

Convenience with a Personal Touch

North Florida Women's Care provides obstetrics and gynecology care to over 50,000 people across their two Tallahassee-area locations. NFWC integrated Luma with their Centricity EHR to reduce wait times and personalize communication for their rapidly growing patient population.

NFWC increased scheduled referrals by 25%, gaining \$10,000 in monthly revenue.

“Implementing Luma Health ranks among the top five decisions I have made in my time with North Florida Women's Care. [Luma] supports our mission to engage with our patients and deliver the very best care.”

Bill Hambsh
CEO and practicing administrator
North Florida Women's Care

How NFWC turned growth into further success with Luma

NFWC's young patient population – 90% are under 65 – and fast growth meant they needed a more convenient way for patients and staff to connect. They're using Luma for a better patient experience at higher volumes:



More Convenience

NFWC patients who previously waited up to 20 minutes on hold now largely communicate via text. A quick and convenient way for patients to let staff know if they need to reschedule has reduced no-shows by half.



Informed Reminders

The care journey can be complex—North Florida Women's Care used automatic text reminders for patients with preventive care appointments to keep them in the loop about pre-care instructions.



Simpler Feedback

With automatic follow-up texts asking patients to rate their care, North Florida Women's Care increased their patient ratings to 4.4/5 stars on Google and quickly received 200+ new reviews.

Ready for a better patient experience and higher appointment volumes?
Schedule a Luma demo today..

