

# Caring for a Growing Patient Population

Charlotte Eye Ear Nose & Throat Associates, P.A. (CEENTA) is known for premier specialty care throughout the greater Charlotte region and the Carolina Piedmont. Luma Health supports CEENTA's rapid growth, enabling consistent communication with patients and higher patient reviews across nearly 20 locations.

CEENTA brings in more patients with EHR-integrated, actionable outreach.

“Our practice continues to grow as the Charlotte area expands. Luma helps us reach new and prospective patients and get them into our offices.”

Olena Scarboro,  
Director of Marketing and Physician Recruiting  
CEENTA

## CEENTA supports a great patient experience at scale with Luma

As CEENTA grows, **it is critical to stay focused on patient acquisition and retention. Automated and actionable Luma outreach helps patients find the right provider.** “We have great doctors, but we’re also focused on making sure patients have a convenient experience before they get to the point of care,” said Scarboro.

## CEENTA uses Luma to reach patients about:



### New Locations

“As we open new offices, we rely on Luma to help patients find their way,” said Scarboro. Luma integrates with their Epic EHR to send wayfinding guidance to patients with upcoming appointments in a new care location.



### Care Feedback

CEENTA brings in new patients primarily through referrals, so high online ratings are a must-have. Over a third of patients, or more than 178,000 people to date, leave online or NPS feedback after receiving automatic post-visit prompts.



### Return Visits

Patients who need regular visits with CEENTA, such as for routine eye exams, receive automatic reminders when their Epic chart shows that they’re due for a visit – encouraging patients to return and ensuring they get necessary care.

Want to increase your reach like CEENTA? Schedule a demo today.

