



Attracting Patients and Preventing Lost Leads

In a competitive specialist market, Optima Dermatology & Medical Aesthetics found that not-yet patients often began scheduling online, but dropped off before finalizing the appointment. Optima integrated their Salesforce CRM with Luma to reach “lost leads” and guide them to becoming loyal patients.

With Luma, 1 in 3 lost leads returned to become Optima patients

“Pairing Luma and Salesforce helps us compete on experience to attract and retain patients.”

Greg Traquair, Chief Technology Officer
Optima Dermatology

How Optima Dermatology uses Luma to prevent lost leads

Optima brings in new patients by combining the ease of online scheduling with digital marketing and a full-circle view of each person’s journey to becoming an Optima patient. Luma harmonizes the outreach and access journey, including:



Digital Marketing

Using targeted digital advertising, social media ads, and website SEO, Optima reaches potential new patients and encourages them to schedule online.



Closed-Loop Self-Scheduling

On Optima’s website, the patient selects the Luma-powered *Schedule Online* feature. If the patient doesn’t finish booking, their information, captured by Salesforce, is sent to the Optima team for a quick call back.



Full Patient View

The new appointment information and patient data synchronizes with Luma, Salesforce, and Optima’s EHR. The patient is in all three systems and ready for the next step in their healthcare journey.



LumaKits™

Out-of-the-box workflows inspired by successes in the Luma community

Contact us at lumakits@lumahealth.io to get started with the LumaKit inspired by Optima’s success.