



Streamlining Patient Outreach Across the Enterprise

Columbus Regional Health’s (CRH) broad suite of service lines and hundreds of providers serve residents of 10 counties across southern Indiana. Partnering with Luma Health and Chi-Matic, a revenue cycle consulting firm, CRH updated its communication with patients to provide one consistent experience, no matter where patients receive care.

CRH has reduced no-shows by more than 40%

“With Luma, reminders are standardized across departments so patients know what to expect. And on the back end we have full visibility into each patient.”

Gayle Wilson, Senior Systems Analyst
Columbus Regional Health

CRH partnered with Luma and Chi-Matic to streamline and standardize outreach

With a large patient population and broad scope of care, automated phone calls were insufficient to reach all of CRH’s patients and proved unsustainable for its staff. CRH and Chi-Matic experts evaluated patient touchpoints across the enterprise, looking to Luma for automation and consistency.

Now, Columbus Regional Health sees:



More Patients Reached

After switching to a text-first approach, CRH reaches three times as many patients. “We often have patients make appointments six months out, so it’s important that we provide them with reminders,” said Wilson.



Care Feedback

Columbus Regional Health chose to emphasize text reminders over their previous automated phone calls for increased patient engagement. Now, over 80% of CRH’s patient population receives convenient text message reminders.



Return Visits

CRH has seen no-shows drop by 40%. “We saw ROI right away with Luma’s impact on no-show rates,” said Chi-Matic’s Allison Lazarus, who worked closely on the Luma implementation as a Patient Access Lead for CRH.

Are you ready to streamline patient outreach like CRH? Schedule a demo today.

