

More Schedule Utilization, Higher Revenue

Laurel Eye Clinic's locations throughout Pennsylvania are owned and operated by a team of practicing optometrists, who provide comprehensive vision care to thousands of patients of all ages. Actionable appointment reminders and waitlist offers allow Laurel Eye Clinic to see more patients, improving patient care and increasing revenue.

Reducing no-show appointments saves LEC an average of \$12,500 per month

“Every visit Luma saves from a no-show is revenue that would have been lost otherwise. Luma helps us remain profitable, support our staff, and ultimately provide even better care.”

Jenn Kriner, Patient Services and Call Center Manager
Laurel Eye Clinic

How Laurel Eye Clinic improved schedule utilization with Luma:

Manual phone calls to make changes to an appointment were inconvenient for patients and burdensome for staff, and led to no-shows and patient leakage. Laurel Eye Clinic patients wanted the accessibility and ease of rescheduling appointments via text, rather than playing phone tag with the scheduling team.

With Luma, more efficiency benefits both patients and the business:



Fuller schedules

Instead of an appointment going unused when a patient cancels, Laurel Eye Clinic now automatically offers those times to waitlist patients. “Our schedules are full all day long!” said Jen Gilhousen, Clinical and Optical Manager.



Increased staff efficiency

Patients can now self-manage scheduling changes. Rather than hiring additional staff to make manual reminder calls, Laurel Eye Clinic has redirected its existing staff toward phone outreach for patients who need more complex care.



Happier patients

“Before, patients had to wait for weeks to be seen because we didn’t have a good way to match them with the open times on our schedule,” said Kriner, “Instead of them going elsewhere, now they stay with us.”

Ready to improve outcomes and increase revenue? Schedule a Luma demo today.

