

Increased Patient Accessibility & Satisfaction

At Grand River Medical Group, an independent physician-owned organization in Iowa, providing a family environment is paramount to their mission. Their strategically located clinics near local grocery stores make it easier for their community to include care in their routine. GRMG wanted a way to make the process even more convenient for patients by streamlining communication and reducing manual outreach.

With Luma, 78% of patients respond to appointment reminders

“There’s a balance of being able to meet the providers where they want the practice to be, while also providing patients with a great experience. Patients stay at the forefront, which makes Luma such a high value product to us.”

Kelly Goldsmith, Marketing Coordinator Project Specialist
Grand River Medical Group

Why Grand River Medical Group chose Luma:

With new urgent care clinics opening regularly, GRMG needed a comprehensive solution to communicate more effectively with their community, while seamlessly connecting with their EHR. “We were looking for an easier way to customize appointment reminders for our broad spectrum of patients, which ranges from pediatrics to geriatrics,” said Goldsmith.

GRMG transformed patient engagement through:



Customizable Scheduling

GRMG providers were initially wary of online scheduling, knowing that each appointment length is not one-size-fits-all. “Luma’s customization is a game-changer,” said Goldsmith, “With Luma, patients are directed to the best appointment type for the information they submitted.”



Appointment Confirmation

With patients empowered to confirm or cancel on their own, no-show rates have diminished. Providers have a more accurate view of their daily schedule, allowing them to better prepare for appointments and fill cancellations from the waitlist.



Broadcast Messages

Broadcast messages have significantly increased GRMG’s reach, allowing them to instantly reach nearly 8,000 patients with important clinic updates. “45% of manual outreach work has been eliminated, allowing our team to spend that time more productively,” said Goldsmith.

Improve your patient communication like Grand River Medical Group. Schedule a Luma demo today.

