

# High Volume Referrals, Modernized Process

**\$1.2 MM**

Additional revenue from Smart Waitlist

**50%**

Drop in abandoned calls

**\$1.8 MM**

Saved from prevented no-show appointments

## How Houston ENT & Allergy Stays Cutting Edge:

Houston ENT & Allergy needed a change. Their phone lines were constantly busy, and staff dreaded the long hours fielding appointment requests from the previous weekend on Mondays. **“We even looked at adding more staffing just to handle the scheduling backlog,”** said CEO Chuck Leider. Partnering with Luma was the change Houston ENT & Allergy was looking for, amplifying their staff capacity with 24/7 patient self-scheduling. **“Mondays are a lot happier for our team now,”** said Leider.



While our practice is over 100 years old, Luma is helping us meet our modern patient population exactly where they want us to be – on their phone, anytime they need care. That will keep us competitive in the many years to come.”

**Chuck Leider, CEO**



## Modernizing Patient Communication Outreach with Luma:

Manual processes impacted Houston ENT & Allergy's ability to bring in referred patients – a key source of their revenue as a specialty clinic in the crowded local healthcare market. Instead of staff “constantly monitoring the phones or on the computer personalizing each message,” Luma **referral messaging integrated with NextGen is automatically personalized** based on each patient's personal information, provider, appointment, and more. From scheduling referred patients alone, Houston ENT & Allergy gained **\$575,000**.

## Get Outcomes like Houston ENT & Allergy:



### Prioritize Self-Scheduling

“Patients say how easy it is to get in with self-scheduling,” said Leider.



### Customer Outcome

*Houston ENT & Allergy makes self-scheduling available front and center on their website to promote 24/7 access to their patients.*



### Focus on Patient Experience

“Patients are less frustrated knowing they can schedule anytime they need and not play phone tag or sit on hold for a long time,” said Leider.



### Customer Outcome

*Abandoned calls dropped over 50%.*



### Enable Automated Cadences

Automated reminders are more consistent and convenient than calling down a list.



### Customer Outcome

*Houston ENT & Allergy saved \$1.8 million in prevented no-shows.*

Want to modernize your workflows? Schedule a Luma demo today.