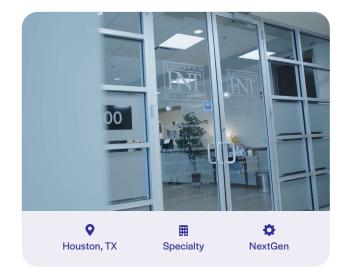
High Volume Referrals, Modernized Process



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 selfscheduling. "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



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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.

