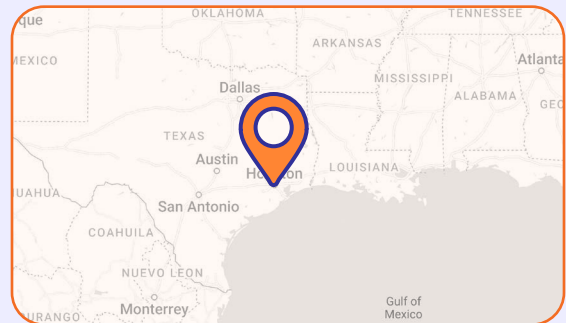


# High-Volume Referrals, Modernized Process

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. Point solutions meant to help only bogged things down more, and manually confirming each patient's appointment by phone was burdensome for both staff and patients. Patients waited up to 2 minutes on hold, and often hung up before getting to a staff member. **"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.

Patients also have a better experience – many choose to schedule online, and for those who do need to call, the wait times are significantly shorter. **"Our abandoned calls dropped over 50% and 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. Houston ENT & Allergy staff are in turn able to provide more specialized attention and care to patients in the office, rather than dealing with manual processes.



## Houston ENT & Allergy

Houston, TX | Physician Group | NextGen EHR

## What They Did:



### Waitlist Offers

Help fill canceled appointments, creating \$1.2 million in revenue



### SMS Reminders

Automated reminders are more consistent and convenient than calling down a list, saving \$1.8 million in prevented no-shows



### Referral Outreach

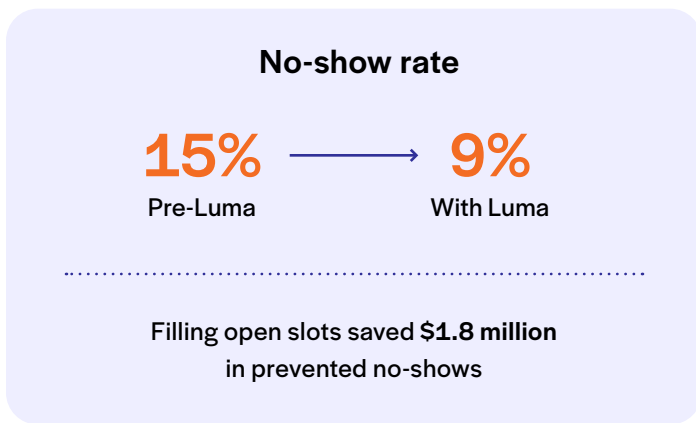
SMS reaches more patients than phone outreach alone, earning Houston ENT & Allergy \$575,000 in scheduled referrals

Manual processes also 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. Before Luma, the only way to schedule referrals was through manual processes such as individualized calls. Patients were falling through the cracks, and Houston ENT & Allergy needed to find an automated solution to bring in referred patients.

Instead of staff “constantly monitoring the phones or on the computer personalizing each message,”

**reminders integrated with NextGen are automatically personalized** based on each patient’s personal information, provider, appointment, and more. From scheduling referred patients alone, **Houston ENT & Allergy has gained \$575,000 in scheduled referrals.**

“When patients are referred to us, they are usually in immediate need, whether with an earache or urgent issue. Being able to reach out as soon as the referral comes into our system has been a game-changer, not just for our team, but for alleviating pain and providing excellent care all patients deserve,” said Leider.



“ Although Houston ENT & Allergy 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 for the many years to come.”

**Chuck Leider, CEO**

### Our Recommendations:

1



#### Invest in online reviews

Luma helps drive online reviews and traffic to Houston ENT & Allergy website and educational content, promoting them as a trusted resource.

2



#### Prioritize scheduling on your website

“Patients say how easy it is to get in with self-scheduling,” said Leider. Houston ENT & Allergy makes it available front and center on their website to promote 24/7 access to their patients.

3



#### Streamline your tech stack

By eliminating a redundant point solution and switching to Luma for that function, Houston ENT & Allergy saves over \$2,500 a month.

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