

Converting Referrals into Forever Patients

L.O. Eye Care offers complex, comprehensive ophthalmology care to their Lansing, Michigan community. Their dedicated referral team fields large quantities of referred patients and needed an equally comprehensive solution for managing communication. L.O. Eye Care partnered with Luma to ensure referred patients receive care touchpoints every step of the way, from the initial referral communication to post-appointment follow-up.

60% of referrals converted into appointments

“ Reaching our referred patients quicker helps with the turnaround and the conversion rate—working with Luma has had a direct business impact for us.”

Danielle Skinner
Patient Services Manager
L.O. Eye Care

Why L.O. Eye Care chose Luma:

Before Luma, L.O. Eye Care handled all referral appointments manually. “We called each patient three times to schedule, but we didn’t have a way to track which patients we weren’t able to reach,” said Skinner. “It was a lot of manual work and we saw fewer patients as a result.” Their new automated process using Luma allows them to welcome more patients, with 60% of referral appointments now booked through Luma text reminders.

L.O. Eye Care transformed their manual processes through:



Actionable Reminders

Instead of a paper trail and long hours on the phone, staff now use Luma to automate the outreach and fill schedules. Nearly half of referred patients confirm appointments, helping L.O. Eye Care improve schedule utilization.



Recall Reminders

After a referred patient completes their appointment, L.O. Eye Care sends recall reminders to ensure the continuum of care. Their team sent over 3,000 recall messages in less than a year, reminding referred patients of next steps and follow-up appointment scheduling.



Broadcast Messages

The L.O. Eye Care team enables Luma broadcasts help the team quickly reach patients, including for billing needs, allowing them to capture revenue that previously fell through the cracks. Their team has sent over 16,300 billing reminders through broadcast.

Transform your referral process like L.O. Eye Care. Schedule a Luma demo today.

