

Increasing Access for Chicago's Underserved Patients

107%

Increase in form
completion rate

300%

Increase in patient
engagement with diabetes
prevention program

+4,000

Patients a month receive
broadcast messaging

Addressing Chicago's Health 'Dignity Desert'

Since 1966, Near North Health has focused on providing culturally competent care to their Chicago-area neighbors who may not have access to it. Ryan Yarrell, Director of External Affairs and Community Partnerships, explained, "from the Gold Coast to Garfield Park, just seven L train stops, your life expectancy goes down by 16 years. **We're calling this phenomenon a 'dignity desert,' as these neighborhoods have decreased access to the care they need.**"

Near North partnered with Luma to improve patient communication. "It's important that we let our community know that we're here to provide them with the healthcare that they deserve," said Chief Strategy Officer Imani Lewis. **"Luma is a way to literally be with our patients all the time, which increases patient access."**



Just in our initial six months with Luma, we've completely been able to transform the practice—our patient flow and retention rates have increased. ”

Ryan Yarrell, Director of External Affairs and Community Partnerships



Reconnecting with Patients Post-Pandemic

One goal of the partnership between Luma and Near North Health is to **encourage patients to return to care**. “COVID-19 disconnected us from our patients, and so we’re using many different avenues, like Luma, to get patients back into a system of care that they can trust and access readily,” said Dr. Dan Vicencio, Chief Medical Officer. Patients can schedule or cancel appointments independently, rather than waiting on the phone. “**When someone cancels or reschedules, Luma opens up the slot for someone else, so more people can receive the care they need,**” said Lewis.

Get Outcomes like Near North Health:



Enable Luma for Preventive Care Campaigns

Near North uses Luma for campaign outreach, such as their pre-diabetes prevention program. Previously, staff had to manually call each patient who qualified for the program. With Luma, messages are sent out automatically.



Customer Outcome

In six months with Luma, the diabetes prevention program's patient engagement increased by 300%.



Simplify Intake for Patients

According to Lewis, intake forms help direct patients to the appropriate appointment at the right time. Automated forms also allow Near North to make real-time adjustments for clarity or ease if a form is consistently incomplete.



Customer Outcome

Near North experienced a 107% increase in form completion.



Remind Patients of Important Medicaid Updates

Near North also uses Luma to reach patients for Medicaid redetermination. “Patients with Medicaid coverage could have a new address and not receive mail reminders to renew Medicaid, but they always have their phones and can receive texts,” said Lewis.



Customer Outcome

Near North is able to reduce patient care gaps for Medicaid patients.

Amplify your patient access with automated workflows – Schedule a Luma demo today.