

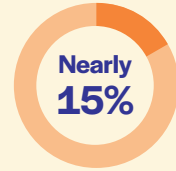
Standing Out in a Competitive Regional Market



Reduction in hold time

80 hours

Saved in monthly manual reminder calls



No-show decrease

Personal touchpoints at every step of the care journey

Northfield Hospital is an independent regional hospital with six multi-specialty clinics throughout southern Minnesota. Operating since 1910, the hospital takes pride in treating patients as neighbors, not just names.

Northfield sought to **stand out in a crowded healthcare market** that includes two renowned enterprise health systems. They partnered with Luma to provide patients with 24/7 access and personalized touchpoints throughout every step of the care journey. “Our goal is to provide easy access to our organization anywhere a patient wants it. We’ve been extremely pleased with **Luma’s ability to help increase engagement** with our patients,” said Debbie Oathoudt, IT Program Manager.



We must compete on a personal touch level and with the use of innovative technology. With Luma, we don’t have to sacrifice either for patient access or convenience.”

Vern Lougheed, Director of IT



Actions speak louder than advertising

For Loughheed, patient-focused innovation is the key to standing out in a crowded market: “Internal process changes or increased advertising budgets only go so far. Innovative technology like Luma proves that we’re focused on making things easier and more convenient for patients,” he said. While competing health systems can have hold times of over 30 minutes, Northfield reduced their hold times to an average of thirty seconds after partnering with Luma. **“Luma helps us engage our patients, drive them back to our brand, and grow our patient population,”** said Loughheed.

Get Outcomes like Northfield Hospital + Clinics:



Refocus Your Call Center

Before Luma, Northfield staff manually called each patient for appointment reminders, totaling 150-200 daily calls per FTE. “We now have the time to be able to handle the calls that are coming in, rather than having to fit in hundreds of reminder calls, too. It’s made a huge difference for the call center team,” said Mary Jo Futhey, Patient Service Representative Supervisor.



Customer Outcome

80 hours saved in manual reminder calls per month.



“The biggest surprise was the adoption rate”

The Northfield team wasn’t sure how their community would adapt to the new technology, citing previously low adoption rates for patient portals. “Our biggest surprise was how quickly everyone was ready for Luma. Patients are responding to texts, filling out forms, even sending chats!” said Oathoudt.



Customer Outcome

86% of Northfield patients engage with Luma messages.



Use SMS to reach patients beyond your portal

During Northfield’s migration to MEDITECH Expense, patients who did not yet have an account in the new patient portal often did not know they had appointments in the system. Luma’s SMS appointment reminders ensure that even patients who don’t have a portal account get important communication. “Even if they don’t respond to the text, they see they have an appointment,” said Futhey.



Customer Outcome

Northfield’s no-show rate fell by 14.75% with Luma appointment reminders.

Stand out in a crowded market – Schedule a Luma demo today.