

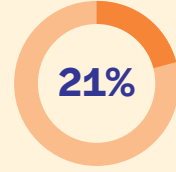
# Accessible Care for More Patients through Digital Channels



Nearly **43%**  
of waitlist offers filled

**\$125k**

gained in revenue from  
Smart Waitlist



**21%**  
fewer no-shows

## Providing options for every patient need

As one of the largest FQHCs in Connecticut, First Choice Health Centers offers a large variety of services, ranging from primary care for all ages to dental care, optometry, and opioid addiction treatment. One of First Choice's primary goals is accessibility: they opt for clinic locations near public transport routes, provide a mobile clinic service to their community, and offer sliding scale fees. With increased patient access in mind, FCHC partnered with Luma to modernize their website and patient communication workflows, allowing more patients to receive the care they need.



Our mission is to break down barriers – partnering with Luma has created even more channels for patients to be able to reach us. So in addition to calling in our call center, patients can now schedule directly from the website or text.”

**Sean Murphy, CFO**



## Keeping eligible patients in the loop about Medicare programs

First Choice Health Centers stays up-to-date with Medicare programs to ensure their patient population receives additional support. One such program focuses on chronic care management. With Luma, they were able to quickly send eligible patients an SMS to see if they'd like to learn more about the program. "That quick broadcast took just five minutes to write, but it generated a ton of patient interest," said Murphy. "If every eligible and interested patient signed up, not only would we significantly improve outcomes, but we'd receive an additional \$50,000 in annual reimbursement revenue. This is a prime example of how we can use technology to maximize our impact in our community."

## Get Outcomes like First Choice Health Center:



### Personalize Your Patient-Facing Communication

Rather than a standard chatbot, FCHC personalized their version of LumaBot with the name "Scrubs" and customized prompts, like prescription refill requests. FCHC also features it on patient-facing communication to encourage interaction.



#### Customer Outcome

*"Scrubs" is being used by both new and returning patients at First Choice. "It's another avenue for 24/7 patient access and engagement." said Jeffrey Steele, President and CEO.*



### Turn No-Shows to Rescheduled Appointments

"Instead of an appointment confirmation message just saying yes or no, we also give them a third option to reschedule," said Steele. This small change reduced no-shows by nearly one quarter and keeps more patients on the books for care.



#### Customer Outcome

*First Choice reduced no-shows by 21%.*



### Transform Your Waitlist

Before Luma, First Choice patients waited up to 90 days to be seen for specialty referrals. With better schedule utilization overall, patients are now seen much sooner, with 42.41% of waitlist offers now filled.



#### Customer Outcome

*"We've had patients that are now seen in three days instead of three months," said Murphy.*

Give patients more options – Schedule a Luma demo today.