Building for the Future
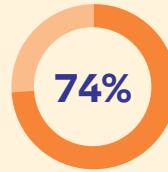
UAMS
University of Arkansas for Medical Sciences®

$138M captured in appointment revenue within one year of deploying Luma scheduling

74% of endocrinology patients used automated appointment rescheduling workflow instead of canceling their appointments

A personal touch, at scale across Arkansas

University of Arkansas for Medical Sciences (UAMS) delivers leading-edge medical services and care across the state of Arkansas. As the only academic medical center and Level I trauma center in Arkansas, UAMS is also the state's largest employer, providing over 10,000 jobs and contributing over $3.92 billion to the local economy. With such a vast mandate, delivering stellar patient access is critical to ensuring high-quality clinical, operational, and financial outcomes. **UAMS partnered with Luma to build 24/7 patient access points for their community, meeting patients where they are, when they need.**

📍 Little Rock, AR ⚙️ Epic EHR 🏢 Academic Medical Center

> " Before Luma, we didn't have great visibility into our rescheduling efforts. We didn't know if patients were calling back or not. Now, we've been able to give the patients control and let them be in the driver's seat to get what they need."

Michelle Winfield-Hanrahan, RN, BSN, MHA, MSN
Clinical Chief Access Officer & Associate Vice Chancellor of Access

Empowering patients to access needed high-value specialty care

As an academic medical center, high-impact research is key to driving innovation. When UAMS realized that their endocrinology clinic faced long wait times for scheduling appointments, the team conducted a study to better understand the situation. Initially, the hypothesis was that a shortage of providers led to a growing backlog, but after in-depth analysis, **UAMS realized the issue was a scheduling challenge, not provider capacity**. Implementing patient self-scheduling with Luma helped patients quickly reschedule appointments when they needed, ensuring more patients got to their endocrinology appointment quickly. Not only did Luma help UAMS deliver better patient access and convenience, **UAMS captured $138M in appointment revenue within one year of deploying Luma scheduling.**

Deliver Real Impact, Like University of Arkansas for Medical Sciences:

Build with Luma + your EHR
Luma works alongside UAMS' Epic EHR to seamlessly integrate the powerful rescheduling workflows. Tailored solutions complement the built-in functionality of Epic, leading to happy patients, improved access, and balanced schedules for busy staff.

Customer Outcome
Captured $138M in appointment revenue within one year of deploying Luma scheduling.

Eliminate bottlenecks
Before Luma, UAMS offered an after-hours voicemail for patients to call in their cancellation. Scheduling team agents were stuck at their desk for hours each day, sorting through messages and calling patients back to reschedule. Luma's self-scheduling empowered patients to immediately plan their next appointment, taking the manual burden off the scheduling team, and eliminating frustrating phone-tag for patients.

Customer Outcome
$38,000 in appointments rescheduled via SMS, avoiding lost revenue from cancellations.

Ensure boardroom buy-in with results
When introducing new technology solutions, strategic alignment with the organizational mission is crucial. By emphasizing the decreased inbound call volumes and increased patient scheduling visibility, the UAMS team was able to create strong boardroom buy-in for Luma.

Customer Outcome
Luma helped enable broad deployment across the UAMS system, delivering equitable, consumer-friendly access at massive scale.

More equitable, consumer-friendly access – Schedule a Luma demo today.