

Saving Millions with athenahealth-Integrated Referrals

\$53,718

saved in external call center costs since go-live

2x

referrals processed daily, earning an additional \$412k in completed referrals since go-live

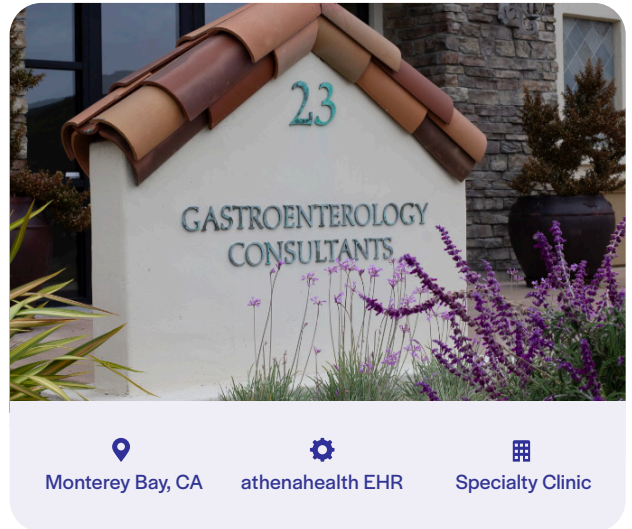
\$5.7M

in completed appointments facilitated by Luma since 2023

Breaking free from the cycle of manual reminders

Monterey Bay GI, located in coastal California, caters to an economically diverse patient group. Some patients are tech-savvy, while others may not be literate and could need special accommodations.

Juggling these varying needs, the team found themselves trapped in a cycle of paper and manual reminders. **The process was overwhelming for the staff, and patients were still missing needed care.** The Monterey Bay GI team partnered with Luma to more **efficiently manage appointment reminders and patient referrals.**



We're reaching more patients than we ever did, because it's all automated. We're now booked out months in advance, and referred patients are getting directly to the right staff member."

Leslie Hoogstad, Training Specialist



Simplifying the referral process, doubling the results

Before Luma, staff called every referred patient, with mailed letters as a final follow-up. With a significant portion of their business coming from referred patients, this process was unsustainable. As a specialty clinic with many outside referrals, this consumed a significant amount of the team's time! "We didn't have a way to track whether patients who received our referral letters ended up calling to make an appointment," remembered Hoogstad.

Now that the Monterey Bay GI team has partnered with Luma, that issue has been resolved. Luma sends three reminders in a 10-day window, offering a direct link to the office. Once the patient schedules, the referral closes. If the patient never responds, Luma sends a notification to the referring physician informing them that the patient has not responded and closes the referral. Since automating this process, the team is able to process double the amount of referrals each day.

Get Outcomes like Monterey Bay GI Consultants:



Supercharge Your EHR with Luma

"Our athenahealth EHR is built for the needs of primary care physicians. As a speciality provider, we have to use athenahealth a little differently than others to accommodate. Luma makes our EHR better meet our needs as a GI practice," said office manager Evelyn Silguero.

Customer Outcome

Luma has helped complete over \$5.7M in appointment bookings since 2023.



Cut Costs (and Extra Steps)

The Monterey Bay GI team places a direct phone number in the reminder messages they send patients. With fewer general calls being handled by their offsite call center, per-agent and per-minute fees have been drastically reduced.

Customer Outcome

Saved \$53,718 from using external call center by moving process to Luma referrals.



Build for Your Preferences

"We have preferences as a practice, and so does every doctor. Out of all the platforms we've tried, Luma has been the most customizable. This is incredibly difficult to find, and best of all, it actually works!" said Silguero.

Customer Outcome

Monterey Bay GI implements multiple custom actions like reminders for genetic testing for colon cancer screening.

Cut costs and grow revenue with amplified referrals – Schedule a Luma demo today.