



CUSTOMER STORY

KCA Neurology Speeds Up Referral Turnaround with Luma's AI

📍 FRANKLIN, TN + SPECIALTY GROUP



2,200+
faxes handled monthly
saving a full FTE's time

90%
reduction in fax backlog
from up to 200 on a typical day
to nearly zero

132+ hours
saved monthly
since October 2025

THE PROBLEM

Growth was exposing manual bottlenecks

As a specialty practice in the competitive Nashville market, KCA Neurology relied heavily on new patient referrals to fuel growth. But as referral volume grew, the fax backlog grew with it – to up to 200 faxes on a typical day. One employee spent much of the day managing the fax inbox, while another spent much of the day following up on referrals.

KCA had explored AI-powered fax solutions before, but they still left staff doing much of the work themselves.

“We were losing patients and revenue to referral scheduling delays,” said CEO Ernie Campbell. “Getting referrals moving was a top business priority.”



Fax Transform turned our referral process from something that slowed us down into something that grows our business.”

Ernie Campbell
CEO



THE SOLUTION

Referral scheduling that runs itself

Instead of relying on staff to parse every fax and decide what to do next, KCA automated nearly the entire referral workflow with Luma's Fax Transform. Fax Transform writes information directly into eClinicalWorks, reaches out to patients to schedule, and routes only incomplete referrals to staff.

What once consumed most of two employees' work days now requires only a few minutes of staff attention each day. And KCA's backlog is 90% smaller, so referrals aren't lost to delays.

HOW IT WORKS

- 1 Referral faxes are received and classified automatically.
- 2 Patient and referral information is written directly into eClinicalWorks.
- 3 Patients receive automated text outreach to schedule their appointment.
- 4 Only incomplete referrals require staff review.

OUTCOMES

Get their results

 Reduce staff burnout HOW-TO: Staff retention is important to KCA, and cutting out hours of copy-paste has improved satisfaction.	 AI that doesn't create more work HOW-TO: "Our old AI solution only imported PDFs. That actually added work for our staff," said Campbell.
 Reduce administrative noise HOW-TO: Automatically filter out duplicate referrals and unwanted documents before they reach staff.	 Scale without more staff HOW-TO: "AI helps us handle more referrals without a dedicated staff member on the fax queue," said Campbell.

See how Luma enables more patient care and expands staff capacity without hiring.

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