



CUSTOMER STORY

Fisher-Titus Medical Center Grows Self-Scheduling 137%, Adds Booking from Google

📍 NORWALK, OH + REGIONAL HEALTH CENTER



137% increase
in self-scheduling
from 38% to 90%

25% fewer
specialty no-shows
down from 15.5% to 11.7%

61%
Convenient Care visits
booked through Google
in the first two weeks

THE PROBLEM

FTMC offered self-scheduling, but most couldn't book

Despite a small workforce, Fisher-Titus Medical Center (FTMC) is committed to giving patients in rural northern Ohio the same convenient access they could get from a major health system. Self-scheduling offered a way to do that without adding to staff workloads.

But the experience with a previous vendor wasn't delivering the access FTMC wanted to provide. "Nearly two-thirds of patients dropped off before they finished booking a visit," said Heather Smith, Project Manager at FTMC. "That meant more calls for our schedulers to handle."

FTMC partnered with Luma, and the two teams took a closer look. They found hidden barriers that could be addressed for better access. For example, patients often got far into the process before learning that they couldn't book a particular appointment.



Technology has to make self-scheduling easy. Patient access is too important, and our team is too small to step in whenever it falls short."

Linda Stevenson
Chief Information Officer



THE SOLUTION

A simpler experience, from the Fisher-Titus website or Google

FTMC and Luma simplified scheduling across radiology, lab, therapy, cardiology, and other departments. Now, 90% of patients who start scheduling book a visit, a 137% increase.

FTMC then extended online scheduling to Google. Patients can book same-day Convenient Care visits directly from their search results. Whether they start on Google or the FTMC website, Luma writes the appointment directly to Oracle Health.

“At 2 a.m., a parent with a sick child can schedule an appointment for that morning and go back to sleep,” said Amber Hicks, Application Analyst. “They don’t have to worry about calling right at 8 a.m. when the office opens.”

HOW IT WORKS

- 1 Patients start on the Fisher-Titus website or Google.
- 2 They view available appointments and book anytime.
- 3 Luma writes bookings directly to Oracle Health.
- 4 Patients get SMS offers when a sooner time is available.

OUTCOMES

Get their results

 Fewer booking dead ends HOW-TO: Get clinical leaders behind simpler scheduling rules “Our CMO made it clear that self-scheduling couldn’t work with so many restrictions,” said Smith.	 A direct path from Google to care HOW-TO: Put bookable appointments where patients already search Within days of launch, 61% of Convenient Care bookings came through Google.
 More patients keeping specialty appointments HOW-TO: Tailor reminders to each visit Adding fasting and medication instructions helped cut specialty no-shows 25%, from 15.5% to 11.7%.	 Fewer systems to manage HOW-TO: Choose a platform over point solutions “We consolidated three scheduling solutions from three vendors into one platform,” said Smith.

See how Luma helps healthcare organizations expand patient access while reclaiming staff capacity.

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