WEBINAR

Getting Patients Access to Care. How Can Technology Help?

Thursday, November 8, 2018

Sponsored by Relatient, Inc.

Patient Access Webinar

- Welcome – Tina Payne Hunt, Relatient Product Marketing

- Participants will receive copies of today's slides

- Watch for the poll question during the webinar

- Questions & answers at the end

- Send us your questions through GotoWebinar panel on your screen

- **"Why Patient Scheduling"** e-book sponsored by Relatient will go out within the next week

Presenter

Ginny Shipp

RELATIENT.
Product Specialist

25+ years healthcare industry experience. Expertise in technologies, RCM, operational efficiencies, and patient flow.

Learning Objectives

- Learn insights into patient access challenges

- Understand the expectations of patients

- Gather information on practice resources

- Walk-through sample technology

- Understand potential outcomes and measurements

Defining Patient Access

Provider – the process of clearing and guiding patients to improve the patient experience and ensure reimbursement for the provider

Patient – getting care with the provider I want, when I want, where I want, knowing what it will cost me, and what type of care I am getting

Latest Statistics in Patient Access

Avg. appt. wait 24.5 days; up to 52 days in metro areas like Boston

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58% of practices changed processes to improve patient access

38% of patients use the patient portal to schedule an appointment

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26% of practices are open on Saturdays, 11% on Sundays

25% of practices open before 8 a.m.

64% of patients will self-schedule in 2019; only 11% self-schedule today

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Sources: Merritt Hawkins, Accenture, & MGMA

Challenges in Patient Access

- Increased expectations of patients as consumers
- Physician and staff burnout
- Affordability of care & patient payments
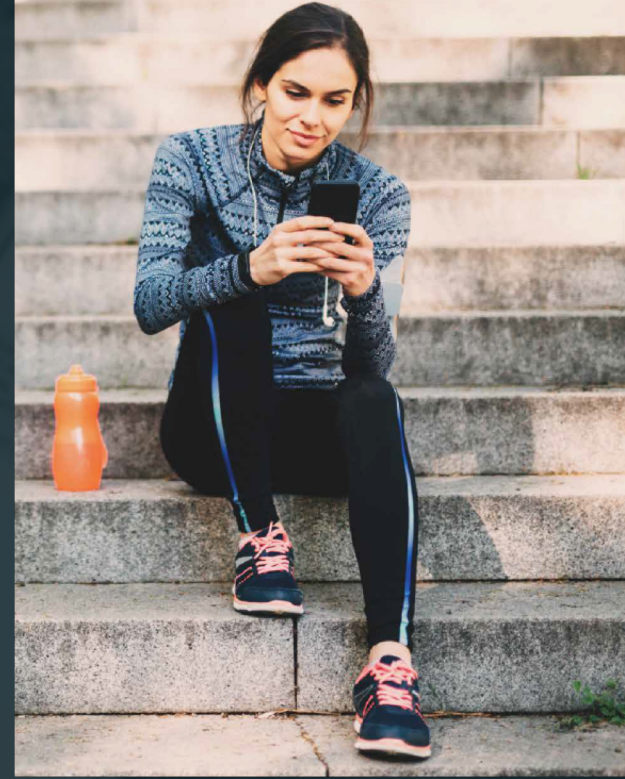- Limited appointment availability & open hours
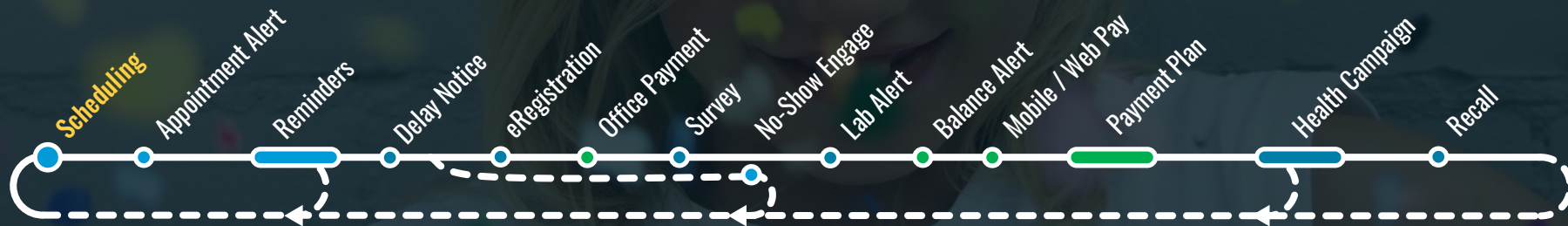
Source: PatientEngagementHIT

Patient Expectations

- All things digital and mobile
- Shorter wait time for appointments
- Easy appointment access
- Patient-centered experience
- Transparency

Sources: PricewaterhouseCoopers, Health Research Institute. November 2014; Public Values Research 2017, National Research Study 2016, Accenture

Patient Journey Example

The path to care has many touchpoints.

Scheduling · Appointment Alert · Reminders · Delay Notice · eRegistration · Office Payment · Survey · No-Show Engage · Lab Alert · Balance Alert · Mobile / Web Pay · Payment Plan · Health Campaign · Recall

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Patient Access **starts with a good patient scheduling approach.**

Optimizing Patient Scheduling

1 Analyze your schedule

2 Know your patients, understand their needs

3 Align your strategy with what *YOUR* patients want

4 Develop an effective Waitlist Process

5 Find the right technology to support your approach

Patient Scheduling Strategy

1 Analyze your schedule

- How many new patients do we see in a month?
- What is our no-show rate?
- What is the average lead time for an appointment?
- Do all providers have a full schedule?
- How many same-day appointments do we need?
- What is the average wait time to see the doctor?

Patient Scheduling Strategy

2 Know your patients

- What is your patient mix?
- Ask for feedback
        What do they like?
        What don't they like?
        What would make their experience better?
- Send short surveys

Patient Scheduling Strategy

3 Align your approach with patients' wants

Some examples:
- Flexible hours for before or after work
- Same/next day appointments for more urgent issues
- Length of appointment to better plan day
- 2-way texting with office
- Ability to self-schedule 24/7

Poll Attendees

Please answer this question thru your GotoWebinar panel to the right of the screen. We will share the results in a moment.

Question: How do you currently handle a patient appointment waitlist?

- No waitlist available
- Patients contact us each day
- Keep a manual or electronic waitlist
- Contact patients with openings

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Patient Scheduling Strategy

4 Develop an effective Waitlist process

- Use a waitlist
- Keep the waitlist full at all times
- Automate your waitlist

Patient Scheduling Strategy

5 Find the right technology to support your strategy

- Easy access to schedule any time, day or night
- Quick, convenient and easy to use application
- Automated waitlist to fill open appointment slots
- Automated scheduling notifications
- Custom appointment type messaging

Patient Self-Scheduling Technology Example

Patient-Self Scheduling Technology
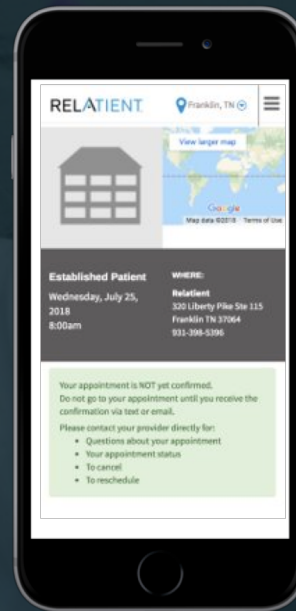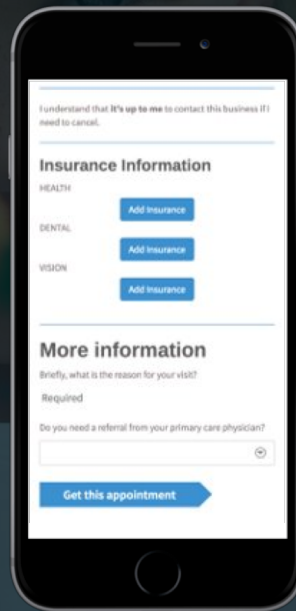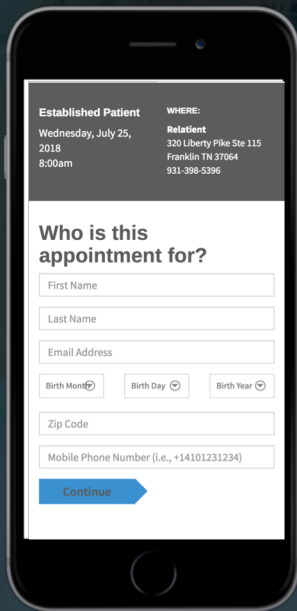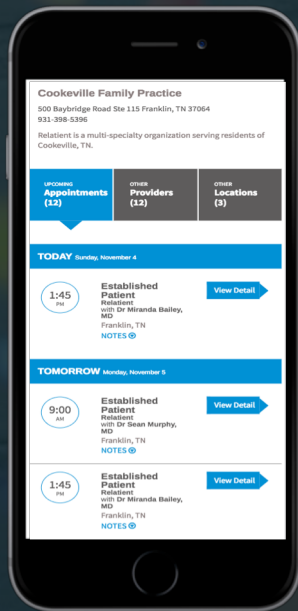
All from a mobile device, saves time, and increases revenue.

Patient-Self Scheduling Technology Example

Patient-Self Scheduling Technology Example

Patient-Self Scheduling – Waitlist Confirmation
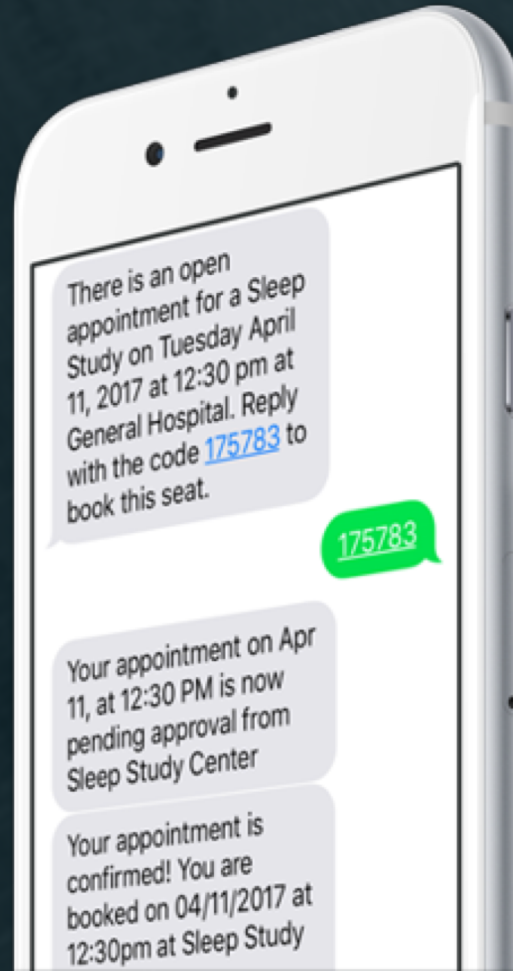
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Patient Self-Scheduling Impact

Patient Self-Scheduling improves *Patient Access*, quickly.

- Convenient for patients, increased patient satisfaction
- Competitive advantage for provider since easier for patients
- Increased staff productivity and allows focus on other tasks
- Maximize providers schedule and increase revenue

Takes patients an average of 8 minutes to schedule by phone, only 2 minutes online.

Patient Self-Scheduling Takeaways

- Scheduling is the first step in patient access
- Now, technology exists to improve patients access and practice efficiency
- KEEP IT SIMPLE, must be easy and quick to use
- Develop a good rollout plan for patients and staff
- Measure success: provider productivity, revenue, lead time to appointments

Value of self-scheduled appointments will be $3.2 billion in 2019!

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Patient Access Webinar – THANK YOU!

Q & A

Schedule a demo, email jkanka@relatient.net

Product details, email gshipp@relatient.net

Sources:

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