

# Using Appointment Reminders to Reduce Patient No-Shows

## Five Industry Best Practices



Appointment reminders can lower your no-show rate when paired with **best practices**.

If you're utilizing appointment reminders (manual or automated) and still haven't achieved the patient no-show rate you hoped for, you may be missing out on these industry best practices. Take a look.

### Use a bi-directional solution.

If your appointment reminder system doesn't talk to your PM system, you'll be doing unnecessary manual work.

### Use intuitive tech.

Your patients are already overloaded with account names and passwords, they aren't likely to adopt one more. Push appointment reminders to their mobile devices, they are already using them.

### Utilize multiple modes of communication.

While patients are most likely to confirm or respond via text messaging, utilizing automated email and phone calls will help keep their appointments top of mind.

Track your no-show rate monthly, using the correct formula. (See below)

### Use a rescheduling conversation with a patient as an opportunity to learn what prevented them from keeping their original appointment.

There may be resources available to your patients to help them avoid a repeat cancellation (ex: transportation or child care).

### How to Calculate Your No-Show Rate

Take the total number of patients that did not show up for their appointments and divide by the total number of scheduled appointments (if you removed patients that no-showed, be sure to add them back before you calculate).

### Defining a Patient No-Show for Measurement

For benchmarking, a no-show is defined as a patient who never arrived for a scheduled appointment and gave no notice.

$$\text{No-Show Rate} = \frac{\text{Total No-Shows}}{\text{Total Scheduled Appointments}^*}$$

\*Remove walk-ins

## Most Common Reasons Patients No-Show

The rate of insured patients has risen dramatically with healthcare reform, but so has out-of-pocket patient expenses.

Cost

They Forget

Forgetfulness is the #1 reported reason patients no-show

Procedures, bad news, and physician judgement/disapproval all contribute to patient anxiety

Fear/Anxiety

Demographic Barriers

Transportation, child care, language barriers, and age are all factors in a patient's ability to keep an appointment