

A Case Study

How an orthopedic practice with multiple locations boosted patient satisfaction and their bottom line

Signature Medical Group (formerly St. Charles Orthopaedic Surgery Associates) knew there was a better way to automate FAQ communications with their patients that would give them a positive return on their investment.



Combining Technology with the Human Touch

ROUTINE PATIENT PHONE CALLS CROWDED OUT URGENT NEEDS

With two locations and a busy surgical team operating out of four sites, Signature Medical Group (SMG) had little margin for error in its patient communications. The front office staff got overwhelmed at times and spent an inordinate amount of time on handling phone calls regarding repetitive, non-clinical issues.

This created a critical opportunity to improve patient communications as the glut of incoming phone calls for routine issues crowded out individual needs that required more time and attention.

“WELL is one of those rare solutions that makes the patient care experience better without breaking the bank. The operational efficiency that WELL unlocks makes it a financial win-win which is a breath of fresh air!”

Suzann Crowder
Administrator
Signature Medical Group



With the decision to implement the WELL™ platform, the SMG operations team hoped to enable its patient service staff with a solution that would more efficiently address the most common and least complex inquiries to the practice. With WELL's bi-directional texting capabilities and customizable quick response templates, the team anticipated more productivity without any loss of personal service. In addition, with the practice's high surgical volume, SMG was particularly excited about the ability to deliver pre-operative details to patients via text, as this had been a common patient request for some time.

"We are always thinking about how to improve communications with patients. They often contact our practice when they are at a low point, and we strive to make them feel heard and cared for."

SUZANN CROWDER
Administrator
Signature Medical Group

WELL LEADS TO REDUCED NO-SHOWS AND REVENUE RISE

Following a month-long implementation, the patient service team completed training and went live with the deployment. Patient feedback was immediate and particularly high marks were given for the patient's ability to know right away — via a convenient text — when their doctor was behind schedule. SMG also used WELL™ to create a robust set of automated actions which created service and message consistency with no effort required from the frontline staff.

Along with the rapid boost in patient satisfaction, the practice also noted several meaningful and quantifiable operational results. WELL's moderate cost combined with a meaningful rise in revenue and a reduced no-show rate resulted in a rapid payback period and a high return on investment, two of the key project requirements.

THE RESULTS

50%

Utilizing WELL's reminder function resulted in a no-show rate reduction of over 50% in just four months

11%

Patient bookings increased 11% in the first quarter of using WELL

