

Increasing Appointment Bookings & Confirmations

By making it easy for patients to schedule and confirm appointments, the WELL™ platform is helping providers across the US increase bookings and confirmations – upping slot utilization and bolstering the bottom line.

AN OVERBURDENED SYSTEM

In the US healthcare system, every unused time slot costs an average of \$200. A failure to maximize bookings and confirmations is usually rooted in poor patient communication.

- Providers want to maximize bookings and confirmations, but patient communication is limited to phone calls.
- Many patients regard phone calls as tedious. They often lack the time or will to phone up to make or confirm a booking.
- Even if they do pick up the phone, patients end up on hold, or embroiled in long cycles of “phone tag.” Often they drop off early.
- Additionally, modern patients are wary of unannounced calls from unknown numbers. They frequently won’t answer when providers try to reach them.
- Because patient communication methods are poor, slots get left open. It is often too late to contact patients on the waitlist. Providers double-book slots, increasing wait times.
- Throughout the imperfect process, revenue is left on the table, and patient satisfaction degrades.



The WELL communication platform is a proven way to increase appointment bookings and confirmations. Regardless of age, income or geography, patients are universally responsive to a two-way texting system.

Once the WELL communication platform is integrated, providers can meet patients where they want to be, in their preferred modality. When patients can easily book or confirm appointments, more slots get filled, and revenue is boosted.



TIBURCIO VASQUEZ HEALTH CENTER (TVHC)

An FQHC with 50 providers in nine locations. The facility sees 115,000 patients annually, 70% of which are native Spanish speakers. The language barrier made booking and confirming appointments by phone even more cumbersome than usual. It was proving very hard to get patients to engage.

220%

With WELL, TVHC increased their appointment confirmation by 220%.

RIVERSIDE MEDICAL CLINIC (RMC)

A multi-speciality healthcare practice with over 170 providers. Using a phone-only approach, RMC was struggling to manage communications for their 400,000 annual patients. Their dated system discouraged patients from booking or confirming appointments.

29%

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94%

With WELL, confirmed appointments rose from 29% to 94%.

EISENHOWER HEALTH

A non-profit healthcare network located in California's Coachella Valley region. As a non-profit organization operating tight margins, it is crucial for Eisenhower Health to optimize their slot utilization. Their existing communication systems were making it very hard for patients to easily book or confirm appointments.

23%

With WELL, Eisenhower Health saw their appointment confirmations grow by 23%.

ALTURA CENTERS FOR HEALTH

An FQHC with eight locations, 50 providers, and 140,000 annual patient visits. They were experiencing tens of thousands of phone calls every year, and their staff couldn't process the high volume. Patients were finding it very difficult to conveniently book or confirm appointments.

10%

With WELL, ALTURA improved their appointment confirmations by 10%.

SANSUM CLINIC

A Central California-based not-for-profit healthcare network with 22 locations and over 200 providers. Their 700,000 annual patients were frustrated with Sansum's dated communication system. They found the process for booking and confirming appointments very tedious.

269%

With WELL, Sansum Clinic's appointment confirmation rate rose by 269%.

SANTA MONICA ORTHOPAEDIC AND SPORTS MEDICINE GROUP (SMOG)

Operating with 14 surgeons, 70 staff members, and a diverse patient population. A dated and cumbersome phone system made it very difficult for patients to book or confirm appointments.

85%

Well WELL, most communications were moved to two-way texting. As a result, 85% of phone calls were answered by live agents, improving appointment booking rates and confirmations.

