Tunstall

Appointment Reminder

Overview

A large hospital in the New York City area reached out to Tunstall Americas about reducing the No-Show rates for many of the larger clinics within their hospital. Tunstall Americas presented an outbound call campaign that utilizes a blend of automated reminder calls alongside timely, live reminder calls from an appointment reminder team.

Business Issues/Challenges

No-Show appointments present a significant issue for any hospital, clinic, or private practice, as no-show appointments are detrimental to patient care and decrease overall hospital revenue. All clinics face unique challenges in terms of their No-Show Rate % .There are a myriad of reasons that a patient might not show up for their appointment. Some of the most common reasons include

- Patient not remembering their appointment
- Patient had another commitment and are unable to make it to the appointment
- Patient believe that there is a penalty for cancellation
- Patient is currently hospitalized or otherwise unavailable for the appointment.

Another challenge involves the amount of patients with a non-working, or wrong phone number listed in their patient information. The appointment team works to identify these patients so that the clinic can ask the patient to update their contact information.

Standard Operating procedure

Automatic Call reminders

Benefits

- Customized scripts for New/Revisit patients and by practice
- Multiple language options
- Options presented to callers to confirm , cancel & reschedule their appointments
- Ability to leave voice mails to answering machine
- Ability for the caller to be routed to a live operator to cancel/ reschedule the appointments
- Text reminder options also available

Tunstall presents automatic call reminders to patients 72 hours prior to the appointment date. Below is the schedule for automatic reminders:

File Schedule	Auto reminder Schedule
Wednesday prints Monday appointments	**Calls to be made on Wed for Mon appts**
Friday prints Tuesday Appointments	**Calls to be made on Fri for Tue appts**
Saturday prints Wednesday appointments	**Calls to be made on Sat for Wed appts**
Monday prints Thursday appointments	**Calls to be made on Mon for Thurs appts**
Tuesday prints Friday appointments	**Calls to be made on Tue for Fri appts**
Thursday prints Saturday appointments	**Calls to be made on Thurs for Sat appts**

- Calls are placed between 4pm – 8pm
- A maximum of two attempts are made for no answers

Live Call reminders

Any non-response from the automatic reminders is moved into a separate queue. Live reminders are placed from this queue 48 hours prior to the appointment date.

- Calls are made at different time intervals between 9am-8pm including weekends.
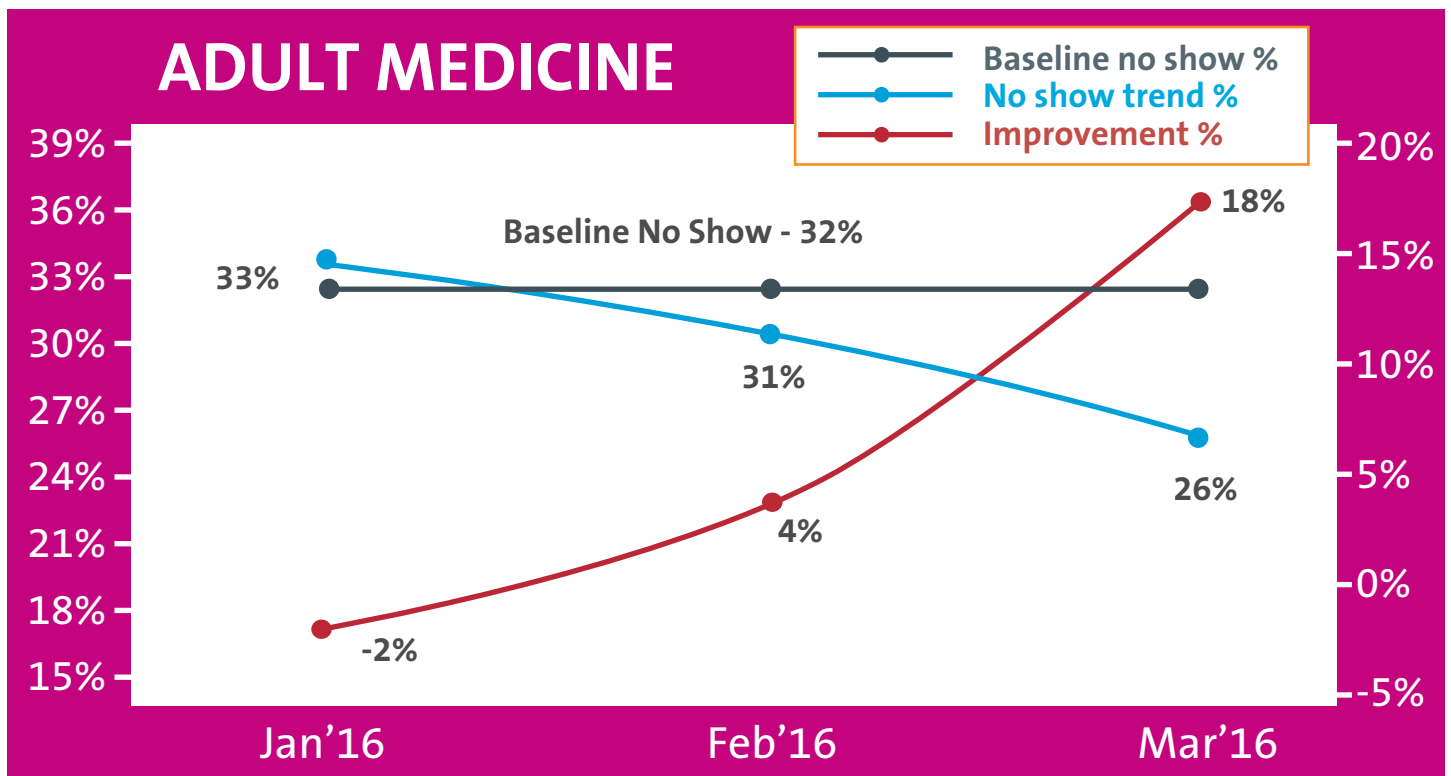- A maximum of 3 attempts are made on no responses

Dialing strategies

- **Best calling window** - Analyzed historical response trends by practice and identified best call windows. Created a strategic call plan based on the analysis.
- **Cancellations and Reschedule** – Implemented Quality control procedure to ensure all cancelled and reschedule appointments are removed from Soarian.
- **Scripting** – Modified current scripts focusing more on (a) Better response on voicemail confirmations (b) Reducing no show from patients who confirmed the appointment.
- **Special attempts** - Response % were analyzed daily for practices with lower confirmation rates. Patients from that list will be presented with one final attempt at least 8 business hours from the appointment time to increase the response rate.
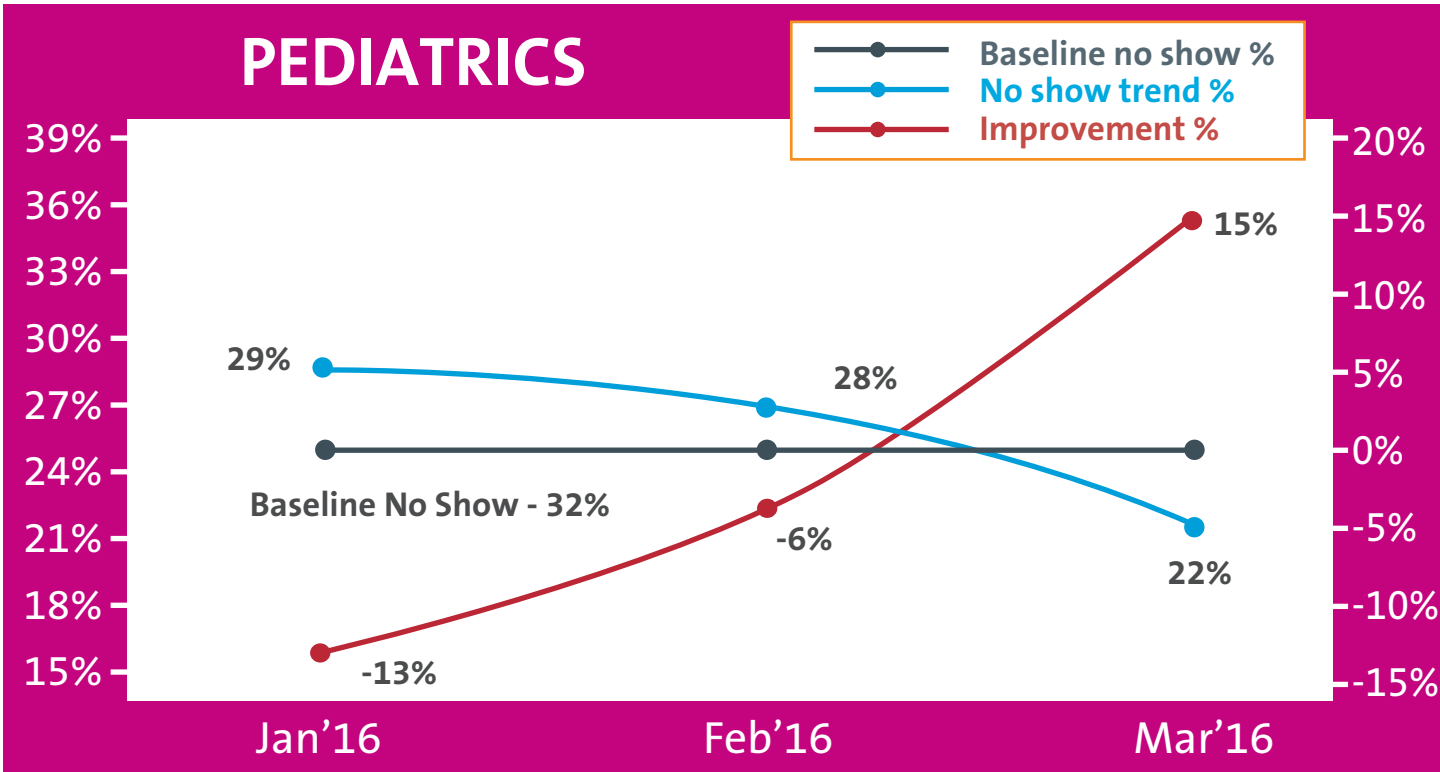
Results

Implementing a blended live and automatic reminder team had a significant impact on the No-Show rates of nearly every clinic at the hospital.

Graphs below indicate no show trends for 2016

ADULT MEDICINE

Baseline no show %
No show trend %
Improvement %

Baseline No Show - 32%

33%
31%
26%
18%
4%
-2%

Jan'16   Feb'16   Mar'16

Adult medicine no show rates dropped from 33% in Jan to 26% in Mar which is around 18% improvement compared to the baseline of 32%

PEDIATRICS

Legend: Baseline no show % | No show trend % | Improvement %

- 29%
- 28%
- 22%
- -13%
- -6%
- 15%
- Baseline No Show - 32%

Jan'16 | Feb'16 | Mar'16

Pediatrics no show rates dropped from 29% in Jan to 22% in Mar which is around 15% improvement compared to the baseline of 26%

WOMENS HEALTH

Legend: Baseline no show % | No show trend % | Improvement %

- Baseline No Show - 43%
- 38%
- 41%
- 24%
- 12%
- 5%
- 43%

Jan'16 | Feb'16 | Mar'16
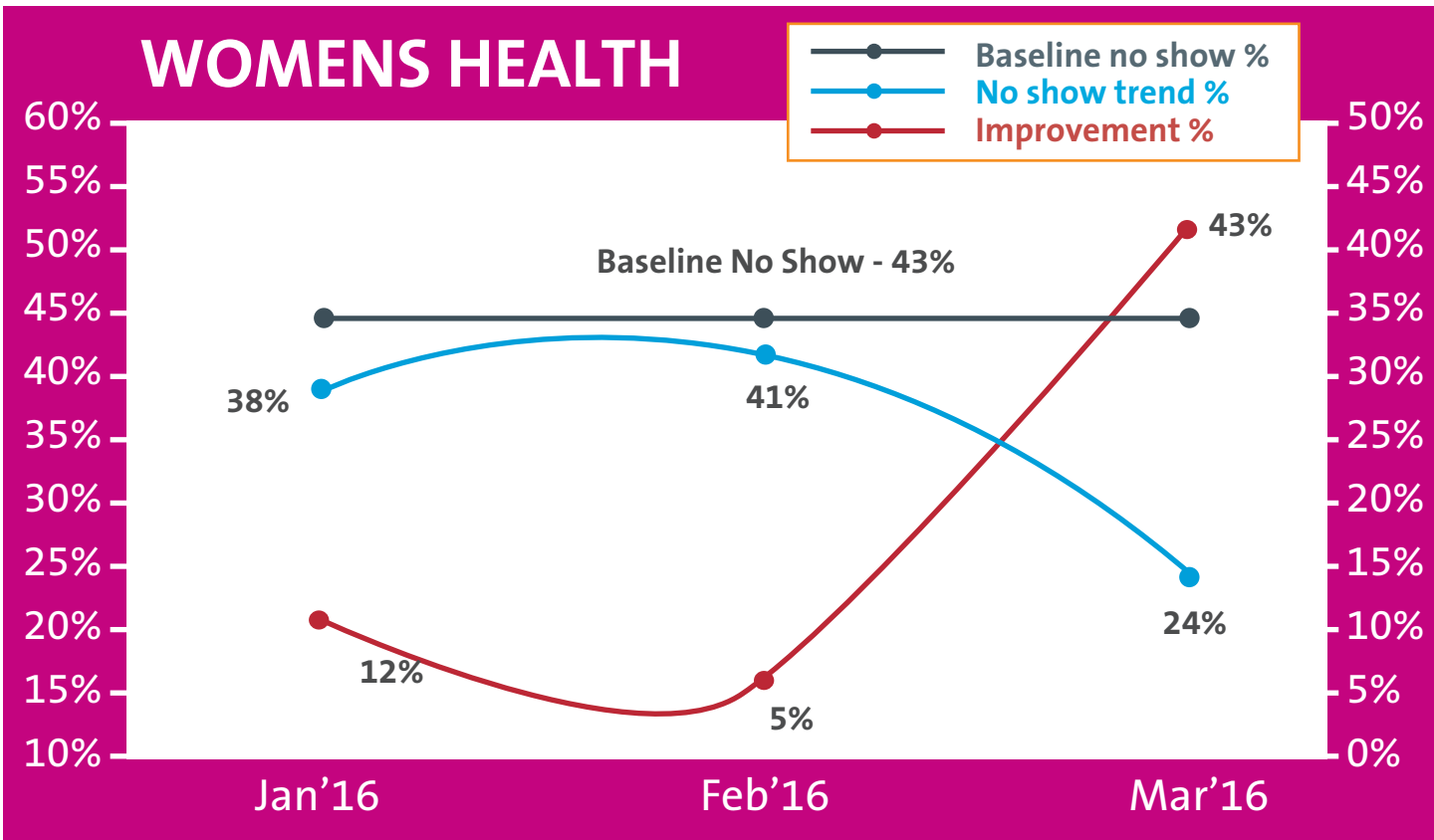
Women's health no show rates dropped from 38% in Jan to 24% in Mar which is around 43% improvement compared to the baseline of 43%

Since implementing Appointment Team process improvements in early January the overall NSR% is down significantly for 95% of all clinics we call on.

Below is the snapshot for other practices

Practice	Baseline show rate	No show trend			Improvement Trend %		
		Jan'16	Feb'16	Mar'16	Jan'16	Feb'16	Mar'16
Neurology	54%	29%	35%	30%	47%	35%	44%
Renal	35%	30%	29%	20%	16%	19%	42%
Endocrine	37%	36%	35%	22%	4%	5%	42%
Audiology	41%	28%	26%	25%	32%	37%	40%
Allergy PM	29%	17%	31%	20%	43%	-7%	31%
Rheumatology	33%	33%	32%	22%	2%	5%	34%
General Surgery	50%	40%	36%	35%	21%	28%	29%
Optometry	43%	41%	37%	24%	4%	14%	45%
Diabetes	38%	45%	31%	31%	-18%	19%	18%
GI	54%	55%	57%	39%	-2%	-6%	27%
Allergy AM	29%	27%	29%	25%	7%	1%	15%
Orthopedics	42%	37%	38%	36%	12%	10%	15%
ENT	39%	33%	44%	25%	16%	-12%	35%
Nutrition-Med	61%	64%	54%	59%	-5%	12%	3%
Podiatry	43%	45%	37%	32%	-4%	15%	26%
Nutrition- Peds	55%	74%	53%	57%	-35%	4%	-4%
Urology	35%	42%	36%	24%	-19%	-2%	33%

Clinics can significantly benefit from the utilization of a blend of automatic reminders and an outbound live reminder team. The use of these teams increases the amount of patients who show up for their appointment leading to better patient care, more connected patient-clinic relationships and greater appointment revenue for the hospital. %

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