

# Cardiovascular Institute of the South

## Practice

- Cardiovascular Institute of the South
- Located in southern Louisiana
- Specializes in Cardiology
- 35 physicians
- 450 staff members
- 13 locations

## Challenges

12% of appointments were lost to no-shows and cancellations

## Solution

PatientPrompt created a fully customized and completely integrated advanced patient communication solution for CIS.

## Results

- Reduced no-shows and cancellations by 25%
- Increased revenue by \$147,688 a month
- Over 300 additional patients per month
- 4,000% ROI

## Practice

Cardiovascular Institute of the South (CIS) is among the nation's most respected cardiology groups, and the cardiology practice of choice of southern Louisiana. The group has nearly three dozen physicians and 450 team members, who care for over 20,000 patients a month at 13 locations. The team at CIS is dedicated to providing state-of-the-art cardiovascular prevention and treatment. They offer a broad range of advanced diagnostic and treatment modalities, including cardiac electrophysiology and interventional cardiology.

## Challenges

CIS has grown quickly and the practice continues to expand to meet the cardiac care needs of the region. With increasing practice size comes certain logistical challenges. Before PatientPrompt, the practice's robo-dialer appointment reminder system was losing about 12% of all patients to "no-shows." As a result, CIS was losing half a million dollars in revenue each month. Initially, the practice group reverted to manual calling to attempt to stem some of this loss. Even with manual calling, the practice was still only getting their no-show rate down to 11%. Moreover, manual calling was expensive in its own right, racking up additional staff and administrative costs.

## Test

Since manual appointment reminders were not a sustainable option, CIS began to look for communication solutions that would meet their needs. PatientPrompt was one of the few vendors that was asked to participate in the CIS selection process. What interested CIS was PatientPrompt's real-time EHR synchronization and message customization. As part of the evaluation, CIS asked for a head-to-head comparison between PatientPrompt and their own manual effort - PatientPrompt was the clear winner.

## CARDIOVASCULAR INSTITUTE OF THE SOUTH

*"I am very impressed with the PatientPrompt experience. The reports are extremely easy to read and the voicemails are also very informative. I like the fact that the patients cannot just press a number to cancel the appointment. Being able to leave a message forces them to explain the cancellation. Most of our patients have very positive feedback about their experience."*

Hailey Fontenot  
Front Office Team Lead,  
Cardiovascular Institute of the South

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### Solution

PatientPrompt created a fully customized solution that completely integrated into CIS's McKesson Practice Partner software. This meant that appointment confirmations from patients were posted directly back into the McKesson system so that CIS staff could see these results in near real-time. As well, the PatientPrompt platform was able to send messages in the patient's preferred contact method – an important aspect for Meaningful Use.

**Patient Calls** – PatientPrompt reached out to patients who are overdue for a follow-up appointment. Cindy Luke, Data/Project Analyst for CIS, describes the limitations of a schedule that is not built six months in advance. "If you're here today, and the doctor wants to see you in six months, I can't schedule you a six-month visit, but I can put you in recall." PatientPrompt would reach out at the appropriate time to remind the patient of the follow-up appointment.

**Missed Appointment Notifications** – PatientPrompt contacted patients the day after a missed appointment in an effort to re-book and recapture the lost revenue. The system uses a "very customizable" script to reach out to patients, Luke explained. CIS's previous system would make the calls, but did not handle them appropriately, often confusing staff and the patient. By having the call bridged, both the staff member and the patient would understand the reason for the PatientPrompt automated call.

**Mass Patient Notifications** – Luke explains the seamlessness with which PatientPrompt adapted to inclement weather and scheduling changes: "If we had to shut one of our clinics or locations due to poor weather, we would have to print schedules a couple of days prior, and make sure we had that with us. It was just a lot more of manual processes. With PatientPrompt, it was a direct connect!"

**Customization** – "Another thing I really liked about PatientPrompt was the customization that they offered," Luke says. PatientPrompt established complex and tailored response parameters for the CIS calls. "There was a high degree of customization in the early stages, and then it was operating behind the scenes after that."

**Access** – One of the advantages for CIS was the ability to access PatientPrompt to make changes as needed. Luke explains, "I have access at my fingertips. If I want to put a patient on a 'do not call list', I can do that. If I want to go and listen to the actual message a patient receives, I can go and pull that file." Having immediate access to the audio files was an advantage.

### Results

- PatientPrompt clearly outperformed the competition
- PatientPrompt decreased CIS's no-show rate by 25%, reducing it from 12% to 9% within a few months of deployment
- CIS experienced over 300 additional patient arrivals each month at just two locations tested
- Over the course of the head-to-head trial, CIS reported an increase of \$147,688 in new revenue