



Madison Avenue Radiology

Practice

- Madison Avenue Radiology Center
- Specializes in Radiology & Diagnostic Imaging
- 8 Physicians
- 5 locations
- RIS: NovaRIS

Challenges

Manual calling resulted in inconsistent coverage, inadequate reporting of rescheduling and confirmations, and a high no-show rate.

Solution

A customized and automated patient communication solution with seamless NovaRIS and HL7 integration.

Results

- No-show rate reduced from 20% to 7.5%.
- 3 ways to communicate: email, voice and text
- Simple HL7 integration
- Responsive customer service & support
- Seamless integration with NovaRIS
- Lower cost of care



Practice

New York's Madison Avenue Radiology Center provides state-of-the-art imaging services to its patients using the latest technology. The staff pride themselves on delivering a high level of patient comfort through the use of their radiological technologies and open MRIs. With cutting-edge technology, including PatientPrompt and a filmless digital PACS system, Madison Avenue Radiology Center provides its patients and referring physicians with reliable communication and accurate results.



Challenges

With two locations and plans for growth, the Madison Avenue Radiology Center was in need of a system that would reduce its no-show rate, improve the efficiency of its patient workflow, and free up staff to work on other pressing tasks. Prior to adopting PatientPrompt, Madison Avenue Radiology had two staff members devote 2-3 hours a day to calling patients for appointment reminders. That's between 20 and 30 hours of staff time a week!

This method of patient outreach proved unreliable. The Center's IT Manager, Joseph Rios, says that staff would often have to stay an extra hour or more to complete the calls or the calls would not get made. He explained that when one of those two staff members was off sick, the capacity for calling patients was cut in half, and many patients would not receive a call at all.

"We discovered PatientPrompt's website, attended a brief webinar, signed up for the free, 2-week trial, and went live with the system shortly after that. It was really simple," says Rios. He was doubly pleased from an IT perspective, because PatientPrompt integrates seamlessly with HL7 servers. The physicians were delighted to discover that PatientPrompt would not only issue the front desk with a report detailing the outcome of each reminder message, but would also post the results directly into the Center's RIS, NovaRIS, using its real-time EHR synchronization.

MADISON AVENUE RADIOLOGY

"It really helped us as we grew our practice. When we started with PatientPrompt, we only had 2 locations. Simplifying the appointment reminder system freed our staff to take care of other tasks, streamlined our patient workflow and significantly reduced our no-shows. This made the growth from 2 to 5 locations much smoother."

Joseph Rios, IT Manager
Madison Avenue Radiology Center

After adopting PatientPrompt, Madison Avenue Radiology Center's no-show rate reduced dramatically from 20% to 7.5%

PatientPrompt is a product offered by Stericycle Communication Solutions

stericyclecommunications.com

Contact us for more information regarding PatientPrompt

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Solutions

Madison Avenue Radiology Center made use of all three available methods of contacting patients: email, voice and text. "It's great, because it allows us to contact the patient in the way that they want to be contacted. We also send patients preparation requirements for their scheduled tests," says Joseph Rios.

Results

Significantly Reduced No-Show Rates – After adopting PatientPrompt, Madison's no-show rate reduced dramatically — from 20% to 7.5%. When asked about previous no-show rates, Rios said: "Before PatientPrompt, we'd have 1,000 patients scheduled a month and about 800 would show up. Now, with PatientPrompt, out of those 1,000 patients a month, 925 come in."

Seamless HL7 Integration – Madison utilized PatientPrompt's database information retrieval via an HL7 connection. The HL7 integration was an easy and smooth transition. Rios adds, "We got it up and running in less than 48 hours. The HL7 integration made it so that when we added new locations to our system, PatientPrompt immediately recognized them and began accessing their schedule information and making the appropriate calls right away."

Engaged & Satisfied Patients – Madison Avenue Radiology Center's patients are now arriving on time and sometimes even early for their appointments. They also arrive prepared for their scheduled procedures. Before PatientPrompt, patients often showed up late for appointments and unprepared for procedures, which in many cases required that the appointments and procedures be rescheduled.

Improved Office Efficiency – Knowing that appointments are confirmed and patients will show up means less time spent chasing patients or trying to fill the gaps in the schedule. Madison has now re-allocated the two staff members who used to make appointment reminder calls to other tasks — tasks that often were incomplete because no one had time to tend to them.

Customer Service & Support – Rios says, "You always get a rapid response from the PatientPrompt support team. The turnaround time is very fast; they always get things done sooner than expected. I simply write an email, get a response within a couple hours, and within a day my concerns are addressed and resolved. The doctors also really appreciate their fast response rate."

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