

Merivale Medical Imaging

Practice

- Merivale Medical Imaging
- Specializes in Radiology & Diagnostic Imaging
- 15 physicians

Challenges

Despite time and resources dedicated to reminding patients about their appointments, Merivale still encountered a high no-show rate.

Solution

A customized and automated communication solution with seamless integration with Merivale's RIS system.

Results

- Increased revenue
- Additional resources
- Seamless integration
- Complete customization
- Increased patient responsiveness

Practice

Merivale Medical Imaging has provided diagnostic imaging services to the Ottawa area for over 25 years. The clinic services more than 300 patients a day, with close to 500 daily appointments being handled by 7 booking agents.

Challenges

With nearly 500 daily appointments to manage, Merivale Medical Imaging was committing significant resources to ensuring that all patients were reminded of their appointments and had the information they needed. The clinic was making over 500 calls a day, with one member of the staff having no responsibilities other than making reminder calls. Unfortunately, since the calls were made during regular business hours, between 9 am and 5 pm, most reminders were received by answering machines or voicemail rather than by the patients themselves. This attributed to Merivale's low confirmation rates.

Solutions

Merivale was content with its staff-driven appointment reminder system, even though it may not have been the most efficient. However, a staff member happened to have scheduled an appointment for herself at a neighboring clinic and gained first-hand experience with PatientPrompt's reminder system. Impressed with the way that her smartphone could interact with the software and receive direct messages, she recognized PatientPrompt as the ideal system for Merivale Medical Imaging. Merivale wasted no time in contacting PatientPrompt and setting up a demo to see the system in action.

"PatientPrompt does not even exist in our day-to-day workflow. It operates by itself in the back end. Hassle-free is what I like to call it."

Christina Michelli, Operations Manager, Merivale Medical Imaging

MERIVALE MEDICAL IMAGING

Services provided by Merivale Medical Imaging:

- Ultrasound
- Care Nuclear Medicine
- OBSP
- Mammography
- Bone Mineral
- Densitometry
- X-Ray

PatientPrompt is a product
offered by Stericycle
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The PatientPrompt team provided Merivale with a quick, customized web demonstration of the system. It was clear how easily the system could integrate with Merivale's existing scheduling software. Once Merivale decided to adopt PatientPrompt, the system required some brief customization to get started, but was then up and running within a couple of weeks. Merivale's Operations Manager, Christina Michelli, acknowledges that some tweaks were required early on, but describes the overall process as "smooth," and adds that PatientPrompt's staff were "good at responding to any concerns ... quickly."

Results

More Patients, More Revenue – The most noticeable change that Merivale Medical Imaging experienced after implementing PatientPrompt was an increase in the number of patients attending their scheduled appointments. This improvement drove a corresponding increase in revenue within the first six months of using the system. Having PatientPrompt meant that no one on staff needed to spend the entire day making reminder calls. The employee who had been doing the calls previously was able to take on more important tasks within the busy practice. Implementing PatientPrompt not only resulted in an increase in patients and patient satisfaction, but also in staff satisfaction as well.

Seamless Integration – PatientPrompt's real-time synchronization allowed for seamless integration with Merivale's existing RIS. The integration was so seamless that the clinic's staff has almost forgotten about it. "PatientPrompt does not even exist in our day-to-day workflow; it does it by itself in the back end," says Michelli. "Hassle-free is what I like to call it." Using real-time synchronization, PatientPrompt extracts the information required for the reminders directly from the RIS and then updates the RIS based on patients' response to the reminders. The staff members are now always up to date on the status of their daily schedules, without ever having to update the RIS manually. Physicians at the clinic were eager to adopt the new tool because of this integration, and have voiced only praise for the new system.

Customization – Michelli appreciates the control and customization she gets with the PatientPrompt system, noting that "calls are done whenever I want them to be done; I am able to program [PatientPrompt] to call whenever I see fit." Michelli is already anticipating increased customizability, as Merivale prepares to upgrade to a new RIS, which will in turn open up new features that PatientPrompt provides.

Increased Patient Responsiveness – Merivale values highly the non-intrusive manner in which PatientPrompt confirms patients' appointments. While the manual calls consisted of a single reminder, PatientPrompt sends reminders via the patient's preferred contact method using email, voice or text. Unlike members of the clinic's staff, the PatientPrompt system is able to contact patients outside of regular business hours, in their preferred method, meaning patients are more likely to respond and confirm.