

# Raleigh Orthopaedic Boosts Patient Acquisition with Online Scheduling Access

## THE CHALLENGE

With multiple locations in the Raleigh area, Raleigh Orthopaedic was on a mission to provide the highest quality of musculoskeletal care – which included providing faster, more convenient care access to patients. Provider preferences became increasingly difficult to manage, which resulted in unbalanced provider schedules and created longer appointment wait times for patients.

## THE SOLUTION:

Raleigh Orthopaedic adopted Relatient's Dash solution for patient scheduling.

## RESULTS:

Raleigh Orthopaedic chose to implement an intelligent scheduling solution for both contact center scheduling and online patient self-scheduling. Today, they have realized:

- 20% of all appointments are patient self-scheduled
- 32% of their self-scheduled appointments are scheduled after hours
- 70% of all self-scheduled appointments are new patients
- 3.2% no-show rate

## Manual Scheduling Processes Created Access Barriers – Raleigh Orthopaedic Met Them with Rules-Based Scheduling

Raleigh Orthopaedic was founded in 1919 and is Wake County's oldest and most experienced orthopedic practice in central North Carolina. With 6 locations across the Raleigh area and 25 board-certified and board-eligible orthopedic surgeons and 24 advanced practitioners, Raleigh Orthopaedic is committed to providing the highest quality musculoskeletal care available in the Triangle and surrounding regions of central North Carolina.

As the organization continued to grow, scheduling became increasingly burdensome for the administrative staff trying to manage provider schedules using outdated methods like laminated paper and wax pencils. Lack of process and automation led to longer wait times for appointments for patients while still leaving significant gaps across providers schedules. Patients who wanted fast, convenient access to care often struggled to get appointments in a timely manner and relied solely on phone calls to schedule appointments.

## Redefining Patient Access to Drive Competitive Differentiation

Raleigh Orthopaedic rolled out a new patient access strategy to improve their scheduling operations, drive patient acquisition and to better accommodate provider, staff, and patient needs. They started by implementing rules-based scheduling within their contact center to reduce the administrative burden on staff by automating the management of rules and preferences, while helping to improve utilization and fill gaps within providers schedules. Their next phase of rolling out a new access strategy included online self-scheduling to capture website visitors and consumers who desired a more digital friendly scheduling experience.

An important reason for choosing Relatient's Dash solution for online self-scheduling was it is able to accommodate all of the provider rules and preferences in a simplified, self-serving solution. "Better access is key. We live in more or less an Amazon style society where everything is expected right then and there," says Ross Rigdon, Director of Operations at Raleigh Orthopaedic "Nobody wants to wait for an answer, and if you can't provide that access to care, they're going to seek that answer elsewhere. So that's one of the things we've been focused on and it's a big part of why we've been able to be successful in growing our organization."

### Better Scheduling Operations Leads to Better Access

In an age where 71% of consumers cite access as a top factor in selecting a new healthcare provider, it's important for healthcare organizations to work to optimize the patient experience and promote digital access. By meeting patients where they are – at home or on the go – and making it easier for them to find and schedule care through a few simple clicks, Raleigh Orthopaedic is seeing 20% of all appointments being self-scheduled online by patients, and 32% of those self scheduled appointments are occurring after hours. In addition, they have seen an uptick in patient acquisition, with 70% of all appointments scheduled online being new patients.

And they are not stopping there. Raleigh Orthopaedic is continuing to invest in pro-active marketing and communications to help drive awareness for online self-scheduling. Whether it is through SEO or Google ads, or pro-active patient communications, the team is committed to growth and optimizing the patient access experience.

Both providers and administrative staff at Raleigh Orthopaedic have embraced the technology to improve scheduling accuracy and capacity. "In a call center environment with high staff turnover rates in healthcare, you can get schedulers trained really quickly in Dash with the guided user experience that provides them with a constant resource to succeed," says Rigdon. Relatient's Dash platform gives administrative staff better efficiencies, maintains provider preferences within the automated system which in turn reduces the burden on staff, and helps drive appointment volume.

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### PROVEN EFFECTIVENESS

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