

# Raleigh Neurology Transforms Operations and Cuts Costs Using WhiteSpace Cloud

**Client/Location:**  
**Raleigh Neurology**  
 Raleigh NC



Discover how Raleigh Neurology transformed its Call Center operations using the WhiteSpace Cloud healthcare intelligence platform.

“A big part of my job is to root out inefficiencies,” says Cindy Nyberg, chief financial officer of Raleigh Neurology Associates, a 27-physician practice in Raleigh, N.C. “But identifying inefficiency and prioritizing corrective action can be challenging without comprehensive data that provides a clear picture of what’s going on. The WhiteSpace Cloud data and online dashboard provide that picture.” WhiteSpace Cloud is a healthcare intelligence platform provided by WhiteSpace Health in partnership with Medfusion. WSH gathers and consolidates structured and unstructured data from sources such as electronic health records, practice management systems, patient portals and call centers and analyzes the information to create insights and improve decision making.

For Raleigh Neurology, high phone traffic has always been a major problem, consuming a disproportionately large amount of staff workload. “It was a time sink hole,” Nyberg said. “I knew that if I could see the nature of those calls, we could figure out how to reduce the total number.” So in the span of just a few hours, the WhiteSpace Health team gathered data from one month—including phone traffic, patient portal communications traffic (and even free text) and typed notes about communications with patients — and analyzed it. The analysis revealed a specific root cause that Nyberg and her staff could address to significantly reduce phone volume.

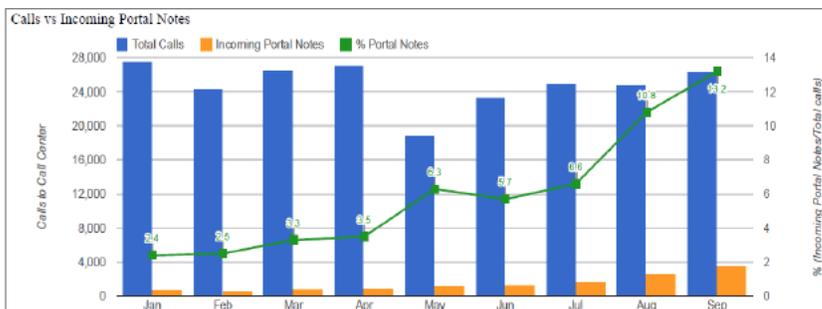
**REDUCING CALL VOLUME.  
 CUTTING COSTS. INCREASING  
 PORTAL UTILIZATION.  
 IMPROVING EFFICIENCY.**

**Challenge:**

Identify communication and staff time inefficiencies. Provide actionable data and insights that could lead to more efficiency and better patient care.

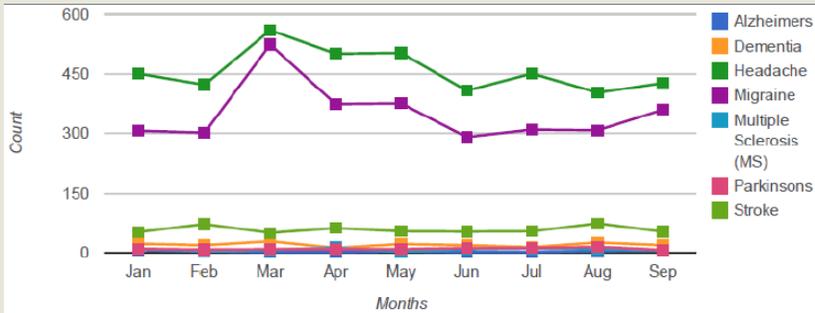
**Highlights:**

- High call volume consumed large amounts of staff time
- 32% of calls originated from patients requesting prescription refills
- Informed by WhiteSpace Health, RNA changed their phone message tree, which led to a 358% increase in refill requests made through the portal from July 2014 to June 2015.



One key learning revealed that 32% of Raleigh Neurology's phone calls originate from patients who were requesting prescription refills.

Raleigh Neurology, over the next few months, uncovered a number of areas where simple changes would have huge fiscal impact.



The data showed that a huge portion of the calls — 32 percent — involved patients requesting prescription refills. “So in July 2014, we changed our incoming phone tree to instruct patients to use the online prescription refill feature in our patient portal,” Nyberg explained. In the one year since that change was made, the number of prescription refill requests made through the patient portal went up 358 percent.

“When I could show my staff the impact — in numbers — of that one change, it completely sold them on the portal. They now encourage all our patients to use it to ask questions and request appointments. And every time we can communicate online instead of through a game of phone tag, the patient gets served faster and our staff can spend more time providing great care. All of this was made possible because of the insights we gleaned from our own data,” Nyberg said.

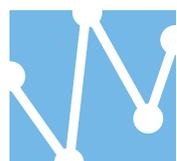


Alternate views of Raleigh Neurology's data pointed out other interesting patterns. “It was clear that a small number of our providers were generating the majority of our communications traffic,” Nyberg said. “This can be a touchy subject to discuss, as doctors aren't always eager to change. But, having the hard data opened the door to having rational discussions that were ultimately good for the business.”

We can gather just about any type of data a practice may have — without disrupting normal activity — and have what we need to conduct our deep data analysis.” Through dashboards that are updated monthly, WhiteSpace provides robust and actionable ways for a practice to uncover inefficiencies and track workflow improvement progress over time.

Sasanka “Sy” Yella, WhiteSpace Health's founder, explains how the WhiteSpace Cloud platform works. “The analysis technology we use is very sophisticated. We use Natural Language Processing (NLP) software of our own design to transcribe unstructured data like text notes.

“We recently opened a whole new line of business, a pain center,” Nyberg said. “Our call volume has increased tremendously from that new venture. I can't imagine the traffic we would be experiencing were it not for changes we made last year around our patient communication protocols.” Nyberg said she is continuing to recommend workflow and policy changes at Raleigh Neurology as a result of the ongoing information she can access via the dashboards. “The platform provides invaluable insights that help me manage this very busy practice and optimize our operations.”



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