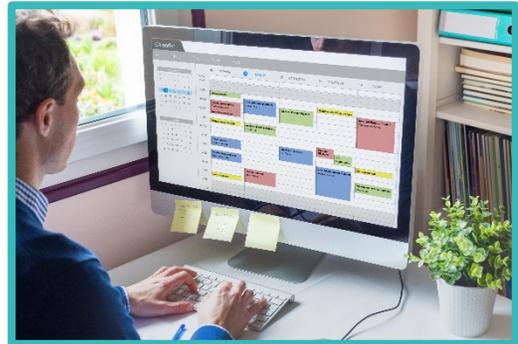# WhiteSpace Health Intelligent Scheduler
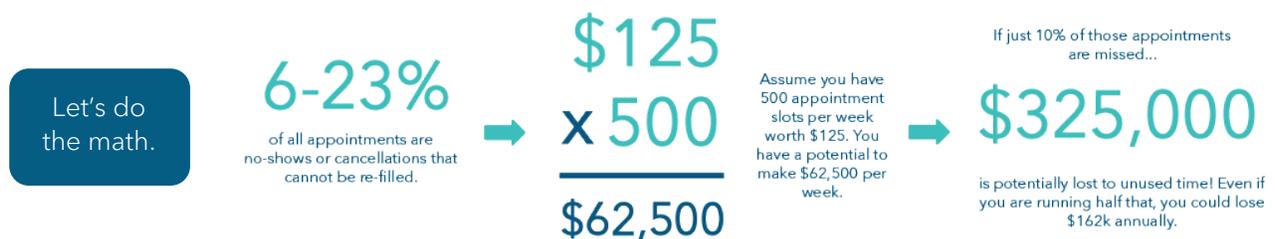
Importance of Scheduling

Regular health screenings are essential to the early detection of disease and routine provider visits are essential to tightly managing chronic conditions. Deferred care and screenings have been problematic during the pandemic, and it is time to re-engage your patient population and assess their status. Since health reimbursement models are trending, it is now more important than ever that your practice routinely engages with its population.

Patients are no longer satisfied with the antiquated appointment scheduling – and it is driving up your cancellation and no-show rates. With the pervasiveness of smart phones, and the explosion of telehealth and digital technologies, patients now want to do everything from their smart phones. People have had visibility to restaurant reservations that are open and available airline seats for a while now and they expect to view open appointment slots for medical professionals in similar fashion. If they cannot get an appointment in short order, many patients will move on and find another provider who can accommodate them – and they might forget to cancel the appointment they made with you.

The Impact

Last minute cancellations, patient no-shows and other cancellations that cannot be re-filled average between 6% to 23% of all patient appointments. Let's do some quick math. Assume that your practice has 500 appointment slots at an average value of $125 each, for a potential of $62,500 per week. If 10% of your appointments result in no shows, late cancels, and other cancellations whose slots cannot be filled, that means you are missing out on 50 appointments at $125 each or $6,250 weekly. In a year's time, that adds up to $325,000. Even if you're running at half that, would you like to lose over $162,500 annually due to now shows?

Let's do the math.

6-23% of all appointments are no-shows or cancellations that cannot be re-filled.

$$\frac{\$125 \times 500}{\$62,500}$$

Assume you have 500 appointment slots per week worth $125. You have a potential to make $62,500 per week.

If just 10% of those appointments are missed...

$325,000 is potentially lost to unused time! Even if you are running half that, you could lose $162k annually.

Radical Innovation is Needed

WhiteSpace Health's Intelligent Scheduler adds a holistic and smart approach to scheduling. By deploying artificial intelligence (AI) and machine learning (ML) the solution can predict which patients are less likely to keep their appointments. Psychographic profiles create messages that best match each patient's profile, further increasing the likelihood of the desired behavior. Intelligent Scheduler gives patients exactly what they want – easy and convenient scheduling on their mobile phones.

When patients want to schedule an appointment, Intelligent Scheduler presents them with transparency to all open appointment slots. Patients can schedule the best option from all available slots. Research has shown that patients are more apt to honor appointment times they select versus appointments that are handed down to them. And, since humans are creatures of habit, Intelligent Scheduler remembers each patient's appointment selections and uses them in future scheduling interactions.

As the appointment time nears, the psychographic profiles for each patient create a message that the patient is most likely to respond to. By giving patients a heads up that their appointment is next week, tomorrow and in an hour, Intelligent Scheduler's reminder encourage attendance.

Patients sometimes need to reschedule. It happens. And when it does, Intelligent Scheduler is prepared by giving the patient visibility to open slots in the schedule and allowing them to confirm with a few taps. Intelligent Scheduler even deletes the old appointment from the patient's calendar and replaces it with the new one.

Benefits of AI

Intelligent Scheduler's AI powered technology works in conjunction with the existing practice management or electronic health record system to bring key insights and tools.

1. Drastically reduce no-shows and late cancellations by giving patients visibility to all open appointment slots and allowing them to select what is best for them.
2. Ensures patients remember to keep their appointments through a text-based psychographic reminder campaign.
3. Offers care acceleration options based on multiple factors.
4. Fills empty appointment slots through patient activation campaigns.
5. Improves patient satisfaction with scheduling process by completing the scheduling and confirmation processes with a tap or two on the phone.
6. Delivers highly optimized schedules to providers.

These capabilities close your no-call show gap and improve your practice's billings – which has direct impact on top line financial performance.

Key Features

Predictability

Identifies appointments with the highest likelihood of NOT BEING KEPT and automatically takes action to minimize the potential revenue loss. Using Intelligent Scheduler, practices can now look ahead to the likelihood of appointments that will not be kept. This insight allows practices to take recommended actions that are proven to reduce the likelihood of the appointment not being kept.
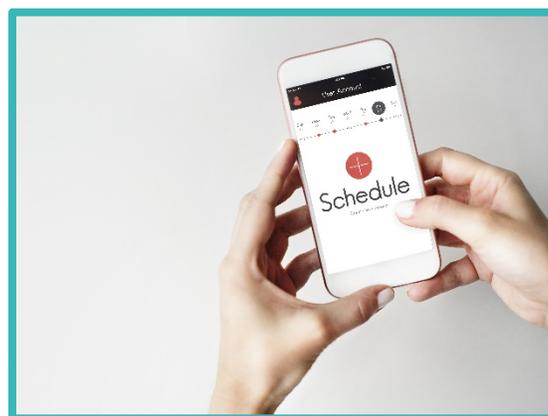
Personalization

Psychographic profiles recommend highly targeted messaging that is purposefully designed to activate patients, accelerate time to care, eliminate double-bookings and it ensures all available slots are visible. These messages can be customized to your practice.

Personalization is all around us because it works. Amazon and other websites deliver ads to our phones and browsers based on our behavior. The airline industry has displayed available seats, price and flight options based for years based on small bits of information we enter. Why shouldn't scheduling solutions tap into artificial intelligence and behavioral profiles to offer up appointment times that are most likely favorable to the patient? Personalized care is more humanized - and it delivers better results.

Patient Outreach

Intelligent Scheduler supports patient outreach programs for routine screenings, follow-up care, or care acceleration.

Through integration with your current practice management or EHR system, WhiteSpace Health Intelligent Schedule offers a radically convenient approach that gets patients to your door with ease. Take patient outreach to next level and schedule your demo today.

Learn more about the WhiteSpace Health Intelligent Scheduler at www.whitespacehealth.com/intelligent-scheduler

Calculate Your Opportunity Worksheet

Fill in the red spaces with your data.

Include patients who don't show up for the time slot they reserved for any reason without a courtesy call, and cancellations that occur any time after the appointment was set to the expected date of service that resulted in an unfilled appointment slot.

1

Ex. 500 _____

How many appointment slots does your practice have available every week?

2

$125 $ _____

What is the average dollar value of each appointment slot?

3

500
x $125   x $ _____
$62,500   _____

Calculate the dollar value of a 100% full schedule

4

25 no-shows
10 late cancels
10 late reschedules
+ 5 underutilized days   + _____

50 patients   _____

Sum the weekly number of no shows, cancellations, and unfilled cancellations

5

50
x $125   x $ _____
$6,250   _____

Multiply the average number of no-shows by the average dollar value of an appointment slot.

6

$6,250 $ _____
x 52   x _____
$325,000 $ _____

Extrapolate for a year by multiplying weekly no-show rate * 52 weeks in a year.

Ex. Total revenue lost:

$325,000

per year

Your revenue loss:

$

per year

WhiteSpace
HEALTH

To learn more about how to optimize your schedule visit us at www.whitespacehealth.com/shceduler