



Appointment Optimizer

Patients are no longer satisfied with antiquated appointment scheduling – and it is driving up cancellation and no-show rates. With the pervasiveness of smart phones combined with the explosion of telehealth and digital technologies, patients now want to do everything from their smart phones.

Your patients have had visibility to open restaurant reservations and available airline seats for a while and they expect to view open appointment slots for medical professionals in similar fashion. If they cannot quickly and easily reserve an appointment, many patients will move on and find another provider who can better accommodate them – and they might forget to cancel the appointment they made with you.

The Financial Impact of Patient No-Show and Cancellations

According to MGMA, last minute patient cancellations, no-shows and other types of cancellations that cannot be re-filled average between 6% to 23% of all patient appointments. Let's do some quick math to estimate what patient cancellations and no-shows are costing your practice.

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 and late cancellations, that means you are losing revenue from 50 appointments every week at \$125 each - or \$6,250 weekly. In a year's time, which adds up to \$325,000. Even if your cancellations and no-shows are running at half of that number, you will lose over \$162,500 in revenue annually.



The Need for Radical Innovation

WhiteSpace Health's Appointment Optimizer is a smart and holistic approach to scheduling. The platform monitors scheduling density and provides actionable insights that affect provider utilization, allowing your team to proactively address issues and keep slots full. As the appointment time nears, Appointment Optimizer delivers personalized reminder text messaging at predetermined intervals that further encourage attendance.

Appointment Optimizer also calculates the probability that specific patients will not keep their appointments, recommending that your team double-book high risk time slots, so providers do not sit idle. It also delivers transparency to important scheduling metrics such as time to the next third and re-schedule rates.

Adjusting Schedule Templates

Procedure follow up visits are often an opportunity for practices to become more efficient. When clinically appropriate, follow-up visits, that are bundled into the price of procedures, can be re-directed to mid-level extenders. AI analysis of scheduling patterns also notes opportunities to consolidate slots or change the duration of appointment times so physicians can take care of new and more complex cases. This approach ensures utilization of less expensive mid-levels at the top of their licenses, improves access to patient care while also generating additional revenue for the practice.

Benefits of AI in Scheduling

Appointment Optimizer's AI powered technology works in conjunction with the existing practice management or electronic health record system to deliver key insights.

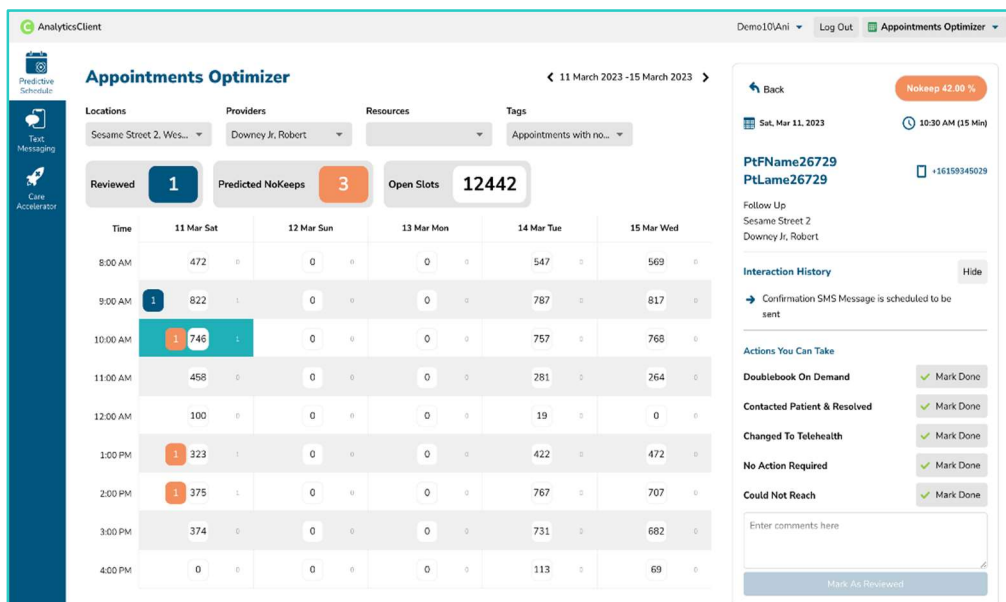
1. Drastically reduces no-shows and late cancellations by giving patients visibility to all open appointment slots and allowing them to select what is best for them.
2. Ensures patients remember to keep their appointments through a text-based psychographic reminder campaign.
3. Offers care acceleration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

Reduce your no-call shows to improve patient access and provider utilization, resulting in an average increase in billings between 6 - 23%.

Key Features

Predictability

Finds appointments with the highest likelihood of not being kept and automatically minimizes the potential revenue loss. Using Appointment Optimizer, practices can now look ahead to the likelihood of appointments that will not be kept and to take recommended actions that are proven to keep the appointment slot full.



Personalization

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 for the patient? Personalized care is more humanized, and it delivers better results.

Patient Outreach

Appointment Optimizer also supports patient outreach programs for routine screenings, follow-up care, or care acceleration.

Summary

Through integration with your current practice management or scheduling system, WhiteSpace Health's Appointment Optimizer offers a radically convenient approach that gets patients to your door with ease. Take patient access to care to next level and schedule your demo today.