VITAL INTERACTION™

2023 Guide To Patient Retention

FOR THE MODERN PRACTICE

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Introduction

Like most industries, the healthcare industry is evolving. At the center of this evolution is a shift in expectations around the patient experience. In all facets of life, consumers have become accustomed to a more personalized, customer centric experience, and they are increasingly expecting the same out of their healthcare providers. In this guide we'll highlight some of the ways you can meet this paradigm shift head on, and create the kind of patient experiences that drive high patient retention and have them recommending you to their friends and family.

66%
of consumers would choose a provider on the ability to communicate in a timely and consistent manner

60%
say it is critical for providers to show how well they understand the individual beyond basic patient data

75%
of U.S. consumers wish their healthcare experiences were more personalized

Appointment Automation

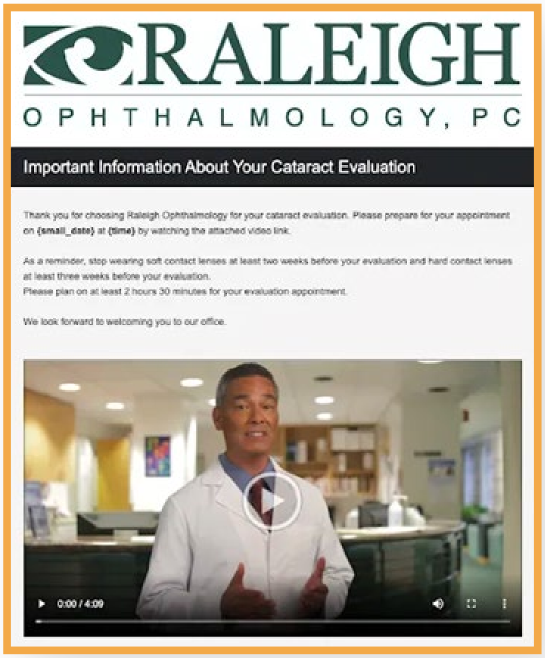
To many, the word "automation" seems in conflict with the idea of a personalized experience. In practice, however, automation done right will make patients feel like your practice really knows them. The key to this lies in the data you capture about your patients and how you leverage that data to build a great experience. To understand this, let's imagine two different patient experiences for an upcoming appointment.

Scenario 1: The Status Quo

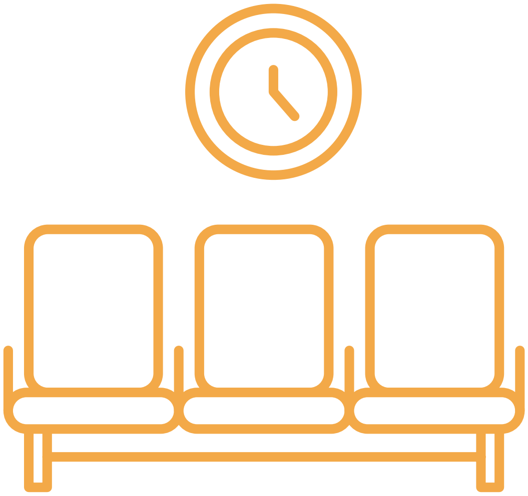
It's a week before the appointment and the office staff makes manual phone calls to try and confirm upcoming appointments. The patient doesn't pick up because nobody answers calls from unrecognized numbers anymore, and a game of phone tag ensues. Text message confirmations are sent from a 5 digit short code that doesn't allow for 2 way conversation between patient and the office. At the end of the appointment, the patient receives printed out instructions for managing post appointment care.

Scenario 2: It's 2023 after all

Now, imagine a series of communications that go out to your patients based on the preferences that they have indicated. A recorded call, an email with embedded video that provides educational information specific to the appointment, and a text reminder that can initiate a two way text conversation with front office staff should the patient have any questions or concerns. After the appointment, the patient is enrolled in a post-appointment care protocol campaign to ensure adherence and the best possible outcome.



The best part? All of this can be automated, minimizing time and effort from the front office staff, while creating a more personalized experience for the patient.



Case Study: Patient education leads to 50% reduction in no-show rate.

Prior to partnering with Vital Interaction, Raleigh Ophthalmology was experiencing a relatively high no-show rate of 8.56%. Once implemented, their account manager suggested an education-based approach to appointment reminders to better set expectations and alleviate patient fear.

Leveraging content from the American Academy of Ophthalmology, Alcon Pharmaceuticals, and Vital Interaction's powerful automation tools, Raleigh Ophthalmology began to augment their appointment reminder process with appointment specific content delivered via text and email depending on patient preferences.

The result? Raleigh Ophthalmology saw a 50% reduction in their no-show rate, leading to a significant increase in monthly revenue as well as an even better experience for their valued patients. In addition, they are seeing a significant reduction in physician chair and surgery scheduler time as patients have a majority of their questions answered before they walk into the office.

Vital Fact

Patients are 3 times more likely to listen to a recording if it comes from the Doctor

Patient Lapse Prevention and Reactivations

Most practices have thousands of overdue patients. Reactivating these lost patients is the fastest and most cost-effective way to increase patient retention and grow your appointment volume. Of course, this is easier said than done. Where do you start? Any effective campaign starts with defining target audiences.

For the purpose of reactivation, we recommend the following:

1. Canceled/No-show not rescheduled

- These are patients who are flagged as no-shows or cancellations in your Practice Management System but don't have a future appointment scheduled.

Best Practice: Patient communication systems like Vital Interaction that are deeply integrated with your practice management system can automate this entire process by constantly scanning for patients who meet this criteria and adding them to a messaging cadence. Patients should also be automatically removed from this list when they schedule so they aren't confused by conflicting messages.

2. Lapsed Patients

- These are patients who have not been seen in a pre-defined period of time and who do not have a future appointment

Best Practice: Since most practices are not 100% effective at entering recalls, you need to make sure patients aren't slipping through the cracks. Start with an annual reactivation campaign and target patients who reach 365 days since their last visit without a future appointment scheduled. Remove patients from the list when an appointment is scheduled.

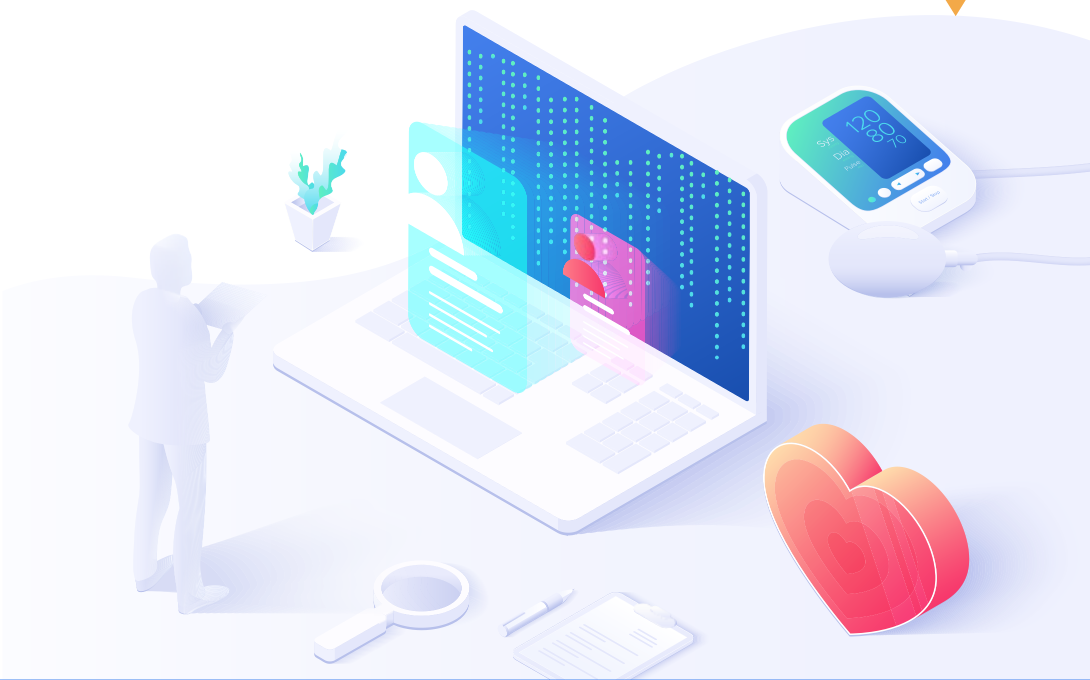
3. Care Protocol Reactivations

- These are patients who require specific, treatment focused follow ups based on medical protocols.

Best Practice: These are the most advanced types of reactivations and can be challenging to execute without a deep integration with the practice management system. Systems like Vital Interaction can execute these queries and surface patients segmented by appointment type, provider or even CPT and ICP 10 codes, and then message them on a specific cadence to get them scheduled. Not only do these campaigns prevent liability and increase revenue, they improve patient care and even save lives.

The Future is Now

Change is always difficult, but the practices that stay ahead of the curve with respect to personalizing patient communication will have better patient outcomes, higher satisfaction, and will ultimately be the most successful. It's impossible to do this manually, and outdated technology takes a generic approach to patient communication that produces poor results. Modern technology enables the automation of personalized patient communications making now the time to take your patient experience to the next level.



About Vital Interaction

Vital Interaction is a healthcare technology company that integrates healthcare data, business intelligence and workflow automation to make healthcare practices more profitable, doctors' & practice teams' lives easier, and help providers build lasting relationships with their patients.

For over 11 years, we have been supporting practices of all sizes and across specialties with an easy-to-implement, automated patient engagement platform that allows you to reach deep into your patient panel. Reactivate lapsed patients, efficiently and effectively recover from cancellations and no-shows and streamline patient communications.

Vital Interaction helps **10,000+ providers** facilitate more than **40 million messages** to **2.5 million patients** annually.

On average our customers see

11% increase in Appointment Volume

20% increase in revenue from patient reactivations

21% decrease in No-show Rate

Streamline Patient Communications & Build Lasting Relationships

- Targeted List Building Library
- Automated Patient Messaging
- Patient Chat
- Group Patient Messaging
- Bulk Message Sending
- Reporting
- Custom Patient Satisfaction Surveys
- Custom Patient Forms Builder
- Provider-Recorded Calls

Schedule a demo >

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