

ARIZONA EYE SPECIALISTS

Arizona Eye Specialists increase appointment volume by 38% with Vital Interaction

Specialty
Ophthalmology

Key Use Cases
Reminders, Recalls, Reactivations

Providers
10

Location
8 Locations in Arizona

Sub Specialty
Cataracts, Cornea, Glaucoma, Diabetes, Strabismus Specialty and Pediatric service, and Contact Lenses.

About Arizona Eye Specialists

Arizona Eye Specialists founded in 1953 by Dr. John Aiello and Dr. Donald Longfellow. The first practice locations were in “Old Town” Scottsdale and in downtown Phoenix. In the late 1900s and early 2000s the practice grew with the addition of three valley locations; Glendale, Goodyear, and Gilbert along with a centralized business office located in Scottsdale. In 2015, we added the Contact Lens office in Central Phoenix. In 2016, a North Scottsdale location was added. In 2020, an additional office was added in Mesa and in early 2022, another office in Tempe.

Opportunity

Frustrated with their existing patient communication system’s inability to support recalls and reactivations, Arizona Eye Specialists partnered with Vital Interaction to enhance their efforts in these key areas. Once partnering with Vital Interaction, it was discovered that there were over 13,000 patients overdue for appointments within the past year alone. Utilizing Vital Interaction’s Smart List Engine to build automated reactivation campaigns Arizona Eye Specialists was able to increase appointment volume by **18% in a span of just 4 months** resulting in a **\$85k/month increase in revenue.**

Our patient appointments have increased significantly; we're now seeing more patients who were lost in the system. This product has increased revenue and allowed our staff to operate more effectively and efficiently.

Crystal M., Patient Services Coordinator

Campaign Name	Campaign Description	Control group results	Test group results
System Recalls	Recalls entered into practice management system by the practice	9% conversion rate into appointments	22.72% conversion rate into appointments
Annual Reactivation (Care Coordination)	Patients who had an appointment 1 year ago but did not have another appointment scheduled	5.31% conversion rate into appointments	14.81% conversion rate into appointments
10 Day not scheduled reactivation (Care Coordination)	Patients who received a recall who did not schedule within 10 days of first attempt	0.36% conversion rate into appointments	14.16% conversion rate into appointments
Totals	All	4.73% conversion rate into appointments	17.23% conversion rate into appointments

Working closely with their Vital Interaction account manager, Arizona Eye Specialists has continued to iterate on their recall and reactivation strategy and are seeing a sustained **38% increase in appointment volume** compared to the time period preceding their Vital Interaction partnership.