

STRESS CARE OF NEW JERSEY

Stress Care of New Jersey Uses Vital Interaction Client Reactivation Campaign to Improve Patient Recall Rates

Specialty

Behavioral Health, Addiction Treatment

Key Use Cases

Reminders, Recalls, Reactivations

Providers

31

Location

Multiple locations throughout New Jersey

Sub Specialty

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

About Stress Care of New Jersey

Stress Care of New Jersey is a leading provider of outpatient behavioral health and addiction treatment. Stress Care of New Jersey has a high quality performance improvement program that continuously evaluates clinical, program and patient satisfaction outcomes. Our constant and systematic evaluations allow us to be consistently ranked highly in clinical care and patient satisfaction

Opportunity

After implementing Vital Interaction, Stress Care of New Jersey began working with the VI team to design patient reactivation campaigns aimed at patients who hadn't scheduled important follow-up appointments. Leveraging the powerful automation of Vital Interaction's Smart List Engine the teams created multiple campaigns to target these patients.

15 Day Follow up

In the first patient reactivation campaign, Vital Interaction was asked to reach patients who had visited Stress Care of New Jersey in the past 15 days, but had not yet scheduled a follow-up appointment. After identifying these patients, Vital Interaction sent each patient automated appointment reminders and if no appointment was scheduled, a second message was sent 30 days later with a final attempt made 30 days after that.

The recall campaign showed immediate success, with **47% of patients scheduling follow-up appointments**. A total of **924 patients were targeted** by the campaign, which **generated more than \$20,000 in incremental revenue**.

Reactivating Patients 30 Days Later

In the second campaign, patients who had visited 30 days prior and had not yet scheduled a follow-up appointment were targeted. Vital Interaction sent automated appointment reminders to 6,248 patients, with 2,304 (36%) scheduling an appointment, generating \$148,410 in revenue based on an average reimbursement rate of \$85. In comparison, only 712 patients who did not receive a message as part of the campaign scheduled appointments. The campaign showed that patients who receive automated appointment reminders were up to 40% more likely to schedule future appointments with their provider.

Set it and forget it

With compelling data from these initial test campaigns, Stress Care of New Jersey was able to automate this process, automatically triggering these reminders when patients met the pre-defined criteria. To enable this, Vital Interaction scans their practice management system and enters patients into these campaigns when they match the criteria.

Improved patient outcomes, less administrative work, and increased revenues

By partnering with Vital Interaction, Stress Care of New Jersey captured new revenue, increased patient visits and improved care with minimal staff work. Instead of assigning staff members to reach out to patients one-on-one by phone or email, automated patient communications provide a quick, personal and effective method for reaching recall targets.

Automating recall workflows also makes the process easier for patients, who receive a direct invitation to schedule a follow-up appointment, with information on how to do so. Used in tandem with Vital Interaction's automated appointment reminders, a client reactivation campaign can enhance staff productivity, lower no-show rates, improve reimbursement rates and most importantly, improve patient outcomes.

THE RESULTS

47%

recall success rate

\$150,000

revenue increase