

Case Study: Improving Healthcare's Bottom Line



Company Details



About the Customer

Our customer was an upscale North American medical facility with 7 general practitioners. The facility had been in business for 11 years, and had a reputation for delivering stellar health care to its patients.



Challenge

The doctors in the medical facility each scheduled an average of 25 appointments per day, for a total of 175 daily patients per day. That worked out to 3,850 appointments per month, and around 42,350 appointments per year.

However, they had a 22% no show rate, which meant that a little over 9,700 appointments were missed. With an average cost per appointment of \$175, the facility realized that they were losing nearly \$7.4 million dollars on missed appointments.

The facility reached out to MessageWhiz, to see if we could offer a solution that would cut down on missed appointments.

MessageWhiz helps brands build one-to-one relationships with customers through messaging marketing tools, to deliver the perfect customer experience.

email

info@messagewhiz.com

Website

MessageWhiz.com

Phone

1 (888) 7099187



Solution

MessageWhiz recognized that no-show appointments could be mitigated through SMS messages. Our solution allowed medical facilities to send out appointment reminders to patient's.

The MessageWhiz API was easily installed into the medical facilities' server, connecting the appointment calendar with the SMS gateway. Messages reminded patients that they had an upcoming appointment and asked the patients to either confirm or cancel the appointment.



Results

The medical facility tested the system for two months and saw a 41% drop in missed appointments. The revenue generated from those appointments was over \$800,000.

Additionally, the facility recognized that their support staff was spending an inordinate amount of time trying to fill appointments that were either cancelled through the SMS system or by patients calling ahead.

MessageWhiz added an additional feature into the system. Cancelled appointments automatically cancelled triggered a second messaging event to fill open slots. The system contacted patients who were either on a waiting list, or who had an appointment in the following week, and offered them the available slot.