

Saint Francis Healthcare System Reduces No-Shows and Eases Staff Workloads with Solutionreach

Summary

Saint Francis Healthcare System was struggling with high no-show rates and a call center overwhelmed with patients calling in with basic questions about their appointments and care. This was due to their antiquated turn-key system that sent no texts messages and used hundreds of phone numbers which no patient would recognize or trust to answer. By switching to Solutionreach, Saint Francis was able to implement customizable appointment reminder texts, batch messages, and reminder calls from only three recognizable numbers. The result was more patients showing up for their appointments and fewer patients calling the call center.

Case Study

For years, Saint Francis Healthcare System was reliant on an outdated turn-key system that supported phone and email messaging, but no texting. Their no-show rates were continuing to rise, and the best tool they had to address that problem was appointment reminders by phone. With their old system, these reminders would go out from a handful of numbers, none of which the patients recognized. This meant they often would not get the reminder, and Saint Francis's call center would be flooded with calls concerning simple appointment questions—questions that could have been answered with a simple text.

Clearly, Saint Francis needed to modernize their patient communications. They wanted to upgrade to a hosted application that they could access from anywhere. They wanted to use that application to adopt a text-first patient engagement strategy that would also include a patient itinerary page.



PM/EHR: Epic



Reduced no-show
rates to 5.8%



\$3M additional
revenue generated



156k+ messages sent
monthly on average

Solutionreach's system fit the bill, and their comprehensive suite of services provided them with options to implement other solutions later. Solutionreach could solve their most pressing issues as well as create opportunities for more modernization in the future.

The impact of switching to Solutionreach became quickly apparent. They began offering text reminders that they could easily customize to include the patient's name and any pre-visit instructions. Instead of those hundreds of unknown phone numbers, they consolidated to three regional numbers that their patients would recognize and trust. The reminders stated clearly that this was a valid message from their healthcare provider, and that there was no need to call unless they needed to make changes to their appointment. They also began using batch messaging, so they could quickly and easily communicate with all patients scheduled on any given day in situations like closures due to inclement weather.

This modernization of Saint Francis's patient communications had two key results. First, their chronically high no-show rate dropped. This of course saved time for staff, generated additional revenue for Saint Francis, and overall improved care outcomes for their rural patient population. Second, it provided much needed relief to their hardworking call center team. Before, they had been unable to support the huge volume of

calls. They had grown frustrated and burnt out. Once Solutionreach was implemented, the call rate dropped along with the no-show rate, and the call center team was able to take some well-deserved time off.

The Solutionreach value does not end there, Saint Francis would like to use Solutionreach to launch two-way texting to take their patient engagement to the next level. But already, what they have achieved is a useful case for any healthcare system to consider—especially those that care for rural populations.



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