



An 8-Stop Roadmap to Bank an Extra \$120k in Recall Revenue

HEAR FROM PRACTICES LIKE YOURS HOW THEY ACHIEVED IT

If your practice is encountering speed bumps to your patient reactivation efforts, you're likely missing out on opportunities to grow your recall revenue. It doesn't help that 50% of patients won't proactively book their next appointment.

Luckily, there's proven recall and outreach methods that can help you fill holes in your schedule, boost appointment volume, give patients a continuum of care, and generate higher monthly recall earnings. That's how Solutionreach customers average **\$120,000 annually in extra income** from total scheduled recall visits.

Piqued your interest? Learn what our customers have said about the tools, tips, and best practices that have helped them fuel a more profitable recall workflow.



1

Utilize technology to automate your recall.

Many practices spend precious but less effective staff hours every week manually phoning patients for recall. A [digital recall solution](#) automates sending text, email and voice message reminders so your staff can focus on higher priority tasks and in-office patients

Recalls go faster with Solutionreach. We can get in touch with more patients through the automated messages than when we had to write out a postcard. And since we aren't mailing postcards we're saving a whole lot!

– Beth Bettancourt, Pediatric Associates of Stockton

Customer ROI:

Pediatric Associates of Stockton saved at least 200 hours per month on manual recall and saw a 14% increase in patients booking annual exams.

2

Customize patient recall intervals to continuing care types and individual patients.

To ensure your recall workflow is efficient, you'll want to readily identify patients who are due for care and categorize their recall by the appropriate appointment type. A [digital recall tool](#) can help you quickly and easily identify individuals or groups of patients based on a variety of criteria such as age, diagnosis or date of last appointment. You can easily customize time intervals for each continuing care type on an individual basis. That way, patients' continuing care due dates better reflect their own care needs rather than standardized intervals.

We programmed the settings to send an email to all the Botox and filler patients we haven't seen in the last four to five months, and they started calling immediately to schedule appointments.

– Jaylen Welch, Precision Plastic Surgery

Customer ROI:

Precision Plastic Surgery's recall revenue jumped 50%.

3

Offer online appointment scheduling.

Create efficiencies for your staff by sending patients automated recall notifications and giving them the option to [schedule the appointment online](#). Minimize incoming call volume and book more visits by sending patients recall notifications that include a secure link they can click to select a date and time for their visit.

We were spending a couple hours on the phone every day, but SR Schedule has definitely decreased that. A couple of years ago, our schedule was typically not full for the entire day. Now that we have SR Schedule, it's a lot easier to fill, so our doctors have appointments in every single slot.

– Alyssa Watley, Roseville Optometry Associates

Customer ROI:

Roseville Optometry Associates had a 90% increase in recall appointments scheduled and 70% of their patients now prefer online booking.

4

Tailor and personalize communication to patient preferences.

You'll get a better response from the patients you're seeking to reactivate if you're reaching them with reminders and messages via a medium that's easiest for them. A [digital appointment reminder tool](#) lets you automatically text, email, or phone personalized reminders based on how each patient wants to communicate. It also enables you to customize each patient's messages to their preferred language. Reminders significantly reduce your no-shows while increasing appointment confirmations.

Our patients love having different options to communicate with us. Whether they use them all or not, they love having the option. Our patients all have busy lives, and it's hard to make time for a phone call. They like to email or text us to ask questions.

– Aurora Linehan, Northside Dental

Customer ROI:

Hubbard and Neal Great Lakes Dental filled those tricky late-cancellation slots to retain important revenue, save staff time, and reduce call volumes.

5

Set a reminder cadence to boost confirmation rates.

Studies have shown that reminders sent at three weeks, three days, and three hours before the appointment raise confirmation rates by 156%. An [automated reminder solution](#) enables you to customize timing intervals to best practices and your practice's preferences to shrink no-shows and ensure patients keep their recall appointments.

We customize the reminders to go out as often as each patient would like, and they have enough time to make any changes or reschedule the appointment. But for the most part, patients tend to show up more often now that they are receiving consistent reminders.

– Aurora Linehan, Northside Dental

Customer ROI:

Northside Dental successfully reactivated patients overdue for things like 6-month hygiene check-ups, improved confirmation rates, and minimized missed appointments.

6

Create an appointment waitlist to get patients in sooner.

A study found that 91% of patients would accept a last-minute appointment due to a cancellation if they were offered the slot. An automated [ASAP waitlist feature](#) enables you to quickly and efficiently fill open appointment slots when last-minute cancellations occur. Your practice avoids losing revenue for those hard-to-fill appointment vacancies while your patients love getting in sooner for regular maintenance and preventive visits.

We can now do email and text blasts to fill holes in the schedule instead of reaching out to patients one at a time. So, they're actually contacting us for an appointment. We can send appointment blasts and possibly have a patient within an hour to fill a hole in the schedule.

– Julie Bond, Hubbard and Neal Great Lakes Family Dental

Customer ROI:

Hubbard and Neal Great Lakes Dental filled those tricky late-cancellation slots to retain

7

Educate patients on preventive care topics and special offers with newsletters.

Informed patients make better decisions about their healthcare and are more likely to schedule recall appointments. Use a [digital patient education & marketing tool](#) to select and send articles on relevant health topics and tips to patients. Include details on special promotions for treatments and services patients can use their FSA card on before the end of the year.

We send the 'use-it-or-lose-it' insurance newsletter in September, and from September to December, we are booked solid. It's one of the best newsletters and brings in so much production for our practice.

– Tanya Mazur, Citrus Heights Dental

Customer ROI:

Citrus Heights Dental increased fourth quarter appointment volume and made considerable revenue gains by educating patients about preventive treatments.

8

Always strive to continue to evolve and improve the patient experience.

One of the most effective things you can do to reactivate patients is to determine why they aren't showing up. A [short automated survey](#) sent by text or email can help uncover reasons why you haven't seen these patients return for preventive care. Once you've learned what their barriers to care are, you can take action to resolve issues and concerns.

The most valuable commodity you can have is information, so surveys are really important. With positive surveys, we're able to highlight staff members who went above and beyond in their customer service. On the other hand, negative surveys provide us with opportunities to improve our patient experience.

– Dr. Thomas Arnold, Today's Vision Sugarland

Customer ROI:

Today's Vision Sugarland used targeted patient surveys to help patients overcome concerns and book more recall appointments.

Ready to put your recall into overdrive?

Book a demo now.