SOLUTIONREACH™

6 Appointment Reminder Best Practices to Increase Confirmations and Revenue

An effective approach to appointment reminders can make or break a healthcare practice when it comes to filling a schedule and getting patients the care they need. Poor communication can lead to unacceptably high numbers of no-shows and late cancellations. Average no-show rates hover between 10%-30% and annually cost $150.000-$300.000 per provider. Automated text message appointment reminders sent at a proven cadence can streamline your appointment workflow and make a world of difference in helping fill up your schedule and boosting revenue. One study found that providers could increase confirmation rates by nearly 160% by sending automated reminders on the right cadence.



01 Use Automation

Automated reminders allow you to reach your patients quickly and efficiently while significantly reducing the time and effort required by staff. Automated reminders are much more effective in getting results than time-consuming phone calls or manual reminder systems. 76% of providers that use a digital communications system to deliver automated reminders spent less than one hour per day on reminders.

02 Determine a patient's communication preferences

Establishing a patient's communications preferences for timing, language, and delivery-whether it's by text, email, or voice-will help ensure that patients respond to your appointment reminders leading to higher confirmation rates. Delivering automated reminders that use patient preferences can reduce no-shows to 5% or less.

03 Send reminders at a proven cadence

To get the highest confirmation rates, best practices have shown that the most effective cadence to send automated appointment reminders is at 3 weeks, 3 days, and 3 hours for in-person visits. Consider adjusting your final telehealth reminders to an hour or less.

04 Include pre-visit instructions

Make sure to include detailed pre-visit instructions that are based on appointment type in automated reminders. Instructions can include things like having patients bring medications, complete digital intake forms, "park and wait" instructions, or links and instructions for telehealth. That way, patients show up on time and prepared.

05 Offer real-time, two-way text

Nearly 80% of patients want to receive texts from their provider and 73% want to be able to send texts to their provider. Allowing patients to respond to automated text reminders allows them to quickly get answers to questions or let you know if they need to reschedule.

06 Send post-appointment reminders for follow-up care

Post-appointment reminders can help patients remember to schedule needed follow-up appointments such as preventive or chronic care. Post-appointment reminders can also include information about scheduling needed lab work or bill pay instructions.

REVISED AUGUST 14, 2023

COPYRIGHT © 2023 SOLUTIONREACH, INC. ALL RIGHTS RESERVED.