

Practice Stays with Solutionreach Because “It Just Works Better”

Summary

Dr. Balikian is an experienced, double board certified, facial plastic surgeon in Murrieta, CA. He belongs to a select group of elite cosmetic surgeons with at least six years of specialized surgical training exclusively in aesthetic and reconstructive surgery of the face and neck. He was in private practice and serving as Clinical Instructor of Facial Plastic Surgery at Indiana University School of Medicine before he moved his practice to the Inland Empire. Since moving, he has established himself as a leader in plastic and reconstructive surgery in the San Diego area. He provides a high level of clinical excellence, and his practice also excels at providing a great patient experience. They have used different software to help support the patient experience but have returned to Solutionreach and plan to stay.

Case Study

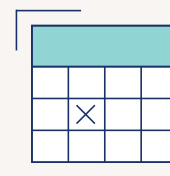
Balikian Plastic Surgery came to Solutionreach from another solution they had tried. “The first system we tried was fine,” explains Ashley Anselm, marketing manager at the office. “We had it in our second location where we only see patients a few days a month. But we saw Solutionreach at an event, and we liked it better so we switched and added it to our main office as well.”

They started using Solutionreach in 2016, and they were happy with the features. It helped reduce no-shows and improved communication with patients. The Solutionreach team worked with Ashley to set the system up so only one reminder would go out to a patient even if they had several appointments in one day. “It’s important that patients only get one reminder for the initial appointment,” she says. “We don’t want them to get one for that first appointment and then two or three more for the other procedures for that same day.”



SPECIALTY Plastic Surgery

PM/EHR Nextech



Less than 5% No-Show



10k birthday messages sent



2/3 appointments
confirmed via text



“I have seen them all and used them all, and Solutionreach works better than others. This is what works.”

Ashley Anselm
Marketing Manager
Balikian Plastic Surgery

Ashley says they weren't unhappy with Solutionreach, but they decided to try a new system because they changed their electronic health record (EHR). “There was no added cost for the other system, and we felt we needed to try it and see,” she says. The trial only lasted a few weeks.

“It was not good,” says Ashley. “It only sent emails for reminders. There wasn't an option for text. With Solutionreach we could control the reminders to patients so they only got one even when they had multiple procedures, but we couldn't do that with this system.” The system also kept sending reminders even when a patient confirmed. Patients started complaining about getting too many reminders and they missed the texting they'd had before.

Ashley quickly found the system wasn't very intuitive or easy to use and simply didn't give them what they had before. “The new system was just too basic, and it didn't offer the features we needed,” she recalls. “Our no-show rate went way up, and at that point we realized we needed to go back to Solutionreach.”

Pretty much as soon as they switched back to Solutionreach, their no-show rate began dropping again. “With Solutionreach our no-shows are really low,”

Ashley says. “We see about 100 patients a week, and we might have one no-show a day, if that. We've been doing the text reminders so long that people are really responsive and confirm their appointments and show up.” Patient just prefer the text reminders and being able to text back a confirmation to calls or emails. More than two-thirds of patients reply and confirm, saving staff a lot of time on follow up.

The office also uses the birthday greetings from Solutionreach, and Ashley says the patients really like that too. “It's just wonderful,” she adds. “Patients love it.” The practice has sent over 10,000 birthday greetings in the three years they've used Solutionreach.

At the end of the day, Ashley says they are staying with Solutionreach. “I have seen them all and used them all, and Solutionreach works better than others,” she says. “This is what works.”