



Hallmark Health System Decreases Time Spent on Appointment Reminders, Improves No-Show Rates

THE SOLUTION

Automated outbound calls are used for appointment reminders for nearly 7,000 appointments per month

THE RESULTS

- Decreased no-show rate
- Increased point-of-service payments by 30%
- Saves valuable staff time

The RevSpring support team is excellent. When we need changes, they get them done quickly.

– Amanda Niemi, Manager of Central Scheduling – Hallmark Health System

In a large, busy health system, making sure that patients arrive on time at the right location and with the right set of instructions is critical. For Hallmark Health System, an integrated health services provider just outside of Boston's urban core, using RevSpring's appointment reminders has meant a more manageable workload and lower no-show rate.

Hallmark's Patient Access Department handles scheduling for nearly 7,000 appointments per month. The staff of seven manages patient scheduling for twenty different departments within the health system for high-use services such as outpatient imaging, diabetic services, nutrition, physical therapy and occupational therapy. Each department has different patient instructions depending on location, so calling scripts for appointment reminders must be highly customized.

"Before Patient Access began handling appointments, staff members in each department were overwhelmed by making calls to patients to remind them of upcoming appointments – and not all patients would receive a call," explained Amanda Niemi, Manager of Central Scheduling at Hallmark. "Now everyone receives a call, and patients are able to easily connect with us if they need to reschedule."

Customizable Tools With Plenty of Support

Hallmark Health System implemented RevSpring outbound IVR to help streamline and centralize the scheduling process. This automated, interactive voice tool now takes the place of staff time to contact patients for appointment reminders. RevSpring worked with Hallmark to set up customized scripts for each department and type of appointment. Hallmark is now able to customize and manage their own call campaigns as they go.

"The departments really feel the relief, because they were doing these calls manually before, and now they don't have to do them at all," said Niemi. "The overall response from the patients has also been very positive. If a patient does want to opt out of calls, it's very easy for us to put them on the do-not-call list."

Hallmark has benefitted from RevSpring's focus on health care and support staff members who have spent their careers in healthcare and understand Hallmark's unique challenges. "The RevSpring support team is excellent. We need help periodically when changes come up on our end. Susan and the support team are right on top of it, and they get it done quickly," said Niemi.



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ABOUT REVSPRING

RevSpring is a leader in patient communication and payment systems that tailor engagement touch points to maximize revenue opportunities in acute and ambulatory settings. Since 1981, RevSpring has built the industry's most comprehensive and impactful suite of patient engagement, communications and payment pathways backed by behavior analysis, propensity-to-pay scoring, intelligent design and user experience best practices.

RevSpring leverages "Best in KLAS" software and services to deliver over 1 billion smart medical communications each year that drive increased patient engagement and payment rates.