

# LEAN OPERATING MACHINE

*The story of a messaging solution that took a clinic known for efficiency to the next level of seamless operation.*

## Associates in Medicine

Size: 9 doctors

Specialty: Adult diseases

Address: 4543 Post Oak Place,  
Suite 105, Houston TX 77027

Website: [www.aimdoctors.org](http://www.aimdoctors.org)

## Difference Made

**4 hours saved per day in  
reminder calls and  
appointment confirmations**

**An estimated \$500,000 in  
additional annual revenue  
from automated patient recalls**

**15% growth in patient and call  
volume accommodated  
without additional staffing**

## Vital Interaction Sales

Call 512-487-7625

[info@vitalinteraction.com](mailto:info@vitalinteraction.com)

[www.vitalinteraction.com](http://www.vitalinteraction.com)



## *Kaizen of Medicine*

Associates in Medicine (AIM) has a black belt in clinic operations. Point out any workflow process and they've got efficiency metrics at their fingertips.

Customers rave about AIM's efficiency, accountability, and organization, but they settle for nothing less than constant improvement. It's their secret sauce.

One day however, when a phone operator called in sick, AIM's team witnessed the strain put on their call operations, and realized their hard earned reputation may be at stake if they left this bottleneck unaddressed.

*"All the Operators are busy at this time. Your wait time is..."*

Management wanted to reduce the work burden on their operators, so they studied their operations to see what they could optimize. Jack, AIM's project manager observed, "The four operators spent a good amount of time calling 120 people per day to confirm appointments." Albeit important, this routine task

## A Vital Interaction Case Study



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"We are very happy with Vital Interaction. It is probably the best investment we've made in awhile. We noticed the positive impact of VI immediately!"

**Anthony Robinson**

Practice Administrator

Associates in Medicine

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**Vital Interaction Sales**  
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distracted operators from receiving calls, scheduling appointments, and resolving patient issues.

Jack elaborates, "If one operator was sick, that meant two operators have to spend most their time on confirmations, with only one left to answer the phone." With a call volume of up to 600 calls per day, this meant 18-20 people could pile up on hold, making it impossible for AIM to uphold their sacrosanct quality standards.

The only way around this sticky situation was to automate AIM's appointment reminder system, but they struggled to find a system that meshed well with their processes. Jack recalls, "Most systems didn't have the flexibility to accommodate our workflow."

Another important consideration for AIM was the total cost for the service. "The systems I looked at charged on a per call basis so the price was steep," recalls Jack. For a high volume clinic like AIM, variable pricing just isn't ideal.

### *Vital Interaction Champions*

After a lot of competitive vetting, AIM finally found their system match in Vital Interaction. Jack was delighted by the fixed monthly price - "we can place as many calls as we wish!"

Most importantly though, Vital Interaction could play ball with AIM's workflow, because it's a customizable system. "Vital Interaction integrates well within our system, and we have specific control over the frequency and the schedule on which calls, text messages, and emails are placed, allowing us to create a strategy to ensure patients don't fall out of the confirmation process," Jack explained.

### *Quality Controlled*

Call operators regained 3-4 hours of their day once VI's automated reminder system was up and running, and gave them room to breathe. "It allows people to actually take a day off without catastrophic consequences," Jack chuckles.

The reminder system also impacted patient satisfaction survey results. Jack explains, "Operators are available, so they're able to answer calls in a timely manner. Less wait time equals greater patient satisfaction - and that's AIM's long term goal: to get down

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to three operators - an inconsiderable ambition before they partnered with VI.

### *That Unexpected Extra*

With two recent additions to the physician staff, AIM increased their patient population 15%, which amplified their call volume proportionally. Only then did AIM get a sense of the sheer capacity added by Vital Interaction's system: "We hardly even noticed the increase in calls. We're able to handle more with less, which is always what we want!" says Jack. He also notes that's \$35,000 saved by not needing another operator.

### *An Epilogue: The Samurai System*

AIM's team was so excited by the flexibility of Vital Interaction's messaging system, that they decided to use it creatively: for annual physical exam recalls. Jack explains, "VI worked with us on putting together a script to pull patients from our database who were due for a checkup." AIM then used VI's system to send automated calls and texts. Jack elaborates: "We contact 20-25 patients per day and our scheduling rate is 10-20%. Our average revenue per physical exam is \$300, so multiply that by 4-5 appointments a day...and it adds up!"

This automated contact initiated a lot of appointments for AIM, and Jack gives the kudos to VI: "Many patients may not have gotten back in contact with us had they not been contacted by Vital Interaction."

### *The Lean Operating Machine*

Through VI's automated messaging system, AIM reduced the work burden on call operators, improved patient satisfaction, and accommodated considerable practice growth. By using VI as a recall system, AIM is going to bring in ~\$500,000 in additional annual revenue from physical exams.

Jack concludes: "we love the flexibility of this snappy system."