

TAILORED COMMUNICATIONS

The story of a flexible messaging solution that radically reduced no-shows.

Berkeley Eye Center

Size: 17 locations

Specialty: Full service eye care & LASIK

Area Served: Greater Houston Area & Corpus Christi

Website:
www.berkeleyeye.com

Difference Made

Overall no-show rate decreased 20%-30% across all clinics

An estimated \$125,000 in additional annual revenue from no-show reductions

Freed up valuable staff time by automating reminder calls for lenses and contact pick-up

Vital Interaction Sales

Call 512-487-7625

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www.vitalinteraction.com



Berkeley Eye Center of Houston, TX is a busy practice: they have 17 locations, 10 MD's, 21 OD's, an optical ASC, and five laser centers. They typically see 1400 patients per week.

A busy practice cares about reducing no-shows, and the vogue way to do that is through automated messaging systems....right?

"Be CAREFUL," Mark Micheletti of Berkeley warns fellow large practices – one-size-fit all solutions may not cut it. If you're like Mark with lots of doctors, multiple locations, and diverse service offerings, you may want some creative control over your automated communication system.

Fortunately, Mark selected Vital Interaction's solution, and happily reports that it's the "latest and greatest in interactive patient systems," and most importantly: it's fully customizable.

No Shows are a No Go

With 1400 paid patients per week, even a small no-show rate has big impact on Berkeley Eye Center's bottom line. Mark recalls, "Before Vital Interaction, our no-show rate sat around 5%, which is 70 patients per week." At one of the clinics, the no-show rate was as high as 7.5% - that's a lot in foregone revenue!

Mark knew an automated reminder system would help him reduce no-shows and reclaim hard-earned revenue, but that

A Vital Interaction Case Study



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"Vital Interaction allows you to ensure virtually 100% of your patients are being contacted while not tying up valuable staff time."

"Our overall experience with VI has been very positive."

Mark Micheletti

Practice Administrator

Berkeley Eye Center of Houston

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presented another challenge for the Berkeley Eye Center: where to find a robust system that's flexible, offers different communication mediums, and is customizable to their practice workflows?

Fortunately, Mark discovered Vital Interaction (VI), a company that tailors voice, text, and email messaging to exactly match large practice needs.

Berkeley Knows Best

"With Vital Interaction, it's not like you're left to your own devices in setting up the automated messaging system," Mark explains. "Instead, it's more of a consultative implementation."

To give you an idea, here's what the process looked like for Mark:

Vital Interaction: "If you could design a perfect appointment reminder system Mark, how would it work for you?"

Mark: "Well, I'd start by having the system send a text message to patients' cell phones twenty-four hours prior to a scheduled appointment."

VI: "Ok, then what happens?"

Mark: "For those who have text messaging or a cell phone, an automated voice message would be sent to the next best number – say their home phone or office phone – with the same information."

VI: "Ok great. And what does an ideal confirmation process look like?"

Mark: "Patients can confirm via text or on the automated voice call, and if they confirm then no further action is needed; if the patient declines, then they're automatically connected to the right clinic within the practice to reschedule."

VI: "Done."

Mark: "Fantastic. But you know what would be really great? If I could get a report on all patients contacted, confirmations and declines, and next actions needed."

...and with the swift fingers of VI's implementation guru, Berkeley had exactly the system they dreamed up.

A Vital Interaction Case Study

“As an added bonus,” Mark recounts, “VI set up emergency cancellation messaging. That way, if I have a doctor out sick and I need to cancel multiple appointments day-of, patients can be swiftly messaged en masse.”

Just What the Doctor Ordered

After one month of using the Vital Interaction system, the Berkeley Eye Center of Houston saw patient notifications soar to 97%. Mark reveals, “The overall no-show rate decreased by a solid 20% - one clinic even saw a 30% decline.”

VI’s messaging system also helped fill all open appointment times for Berkeley Eye Center. “We expect to see a \$125,000 increase in revenue on an annual basis as a result of these improvements,” Mark says.

Berkeley’s staff is happy too: they no longer have to spend time making calls to have glasses or contact lenses picked up – they’ve simply automated it with VI’s messaging system.

What’s next?

“I’m planning to use it to gather feedback for marketing materials!” Mark grins. At Berkeley Eye Center, there’s no lack of imagination for getting the most out of their automated communications system.