

# MUCH MORE THAN A REMINDER SYSTEM

*The story of a messaging solution that changed the way Lake Pointe Women's Centre does business.*

## Lake Pointe Women's Centre

Size: 5 doctors, 3 nurse practitioners

Specialty: OBGYN

Address: 6800 Scenic Dr, Rowlett, TX 75088

Website: [www.lpwc.net](http://www.lpwc.net)

## Difference Made

50% reduction in no-shows

Over 670 appointments requested by patients considered inactive or lost after only two months of using VI's recall system

Increased customer survey responses from 10% to 40%

## Vital Interaction Sales

Call 512-487-7625

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

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



Lou Turano is the practice manager of Lake Pointe Women's Centre in Dallas, TX. Lou is a practical guy: he cares about efficiency and cost effectiveness, so he keenly wanted to reduce no-show rates with appointment confirmations.

Vital Interaction (VI) presented a practical solution – an automated messaging system to contact patients – so Lou signed on. As the relationship unfolded with Vital Interaction however, Lou discovered that his investment returned *far more* than initially expected.

### *Where It Begins: Antiquated System Overhaul*

Lou wasn't happy with his *appointment reminder system*. Lake Pointe used their EMR software vendor's automated voice call service, but Lou lamented, "they didn't confirm appointments, so we never knew who was going to show up." Lou's lesson learned: there's a **big** difference between simply reminding versus actually confirming appointments.

Lou didn't put great faith in his *patient recall system* either. He remembers, "After a patient's appointment, we had to self-address a postcard, store it, and send it out a year later, reminding the patient to come back for their annual physical" – a time-intensive and



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costly process.

*Up-to-Date Without the Headache*

Vital Interaction initially caught Lou’s attention as a vendor that could do it all – reminders *and* recalls through email, text, or voice calls. Lou found certain features “simply remarkable” - like the ability to respond to a text with a text. He explains, “I saw this as improving our ability to connect with the patient.”

Lou was skeptical about integration with his older Patient Management System, but the outdated system was no match for VI’s implementation experts. Lou recalls, “The Vital Interaction guys impressed me with their competency – they made the impossible work.” He adds, “My team was trained up after a 30 minute phone call”

Now Lou keeps close tabs on appointment confirmation, and he enthuses, “our no-show rate dropped from 4% to 2% and we can contact the patient multiple times without needing staff to step in.”

*Then It Becomes: A Vendor That’s Got Our Back*

One day, tough times hit Lake Pointe Medical; they lost three doctors from their team, and the financial implications loomed large. Vital Interaction saw it happen and stepped up to help. A VI customer service rep offered: “Let us recall some of those doctors’ old patients and get them back in.” After thousands of automated calls to inactive patients, Lake Pointe received an overwhelming response. Lou says, “It worked out really well!”

Lake Pointe also used Vital Interaction’s messaging system to announce the arrival of a new doctor. Lou recalls, “We had her up and running with a full schedule a month earlier than usual.”

At this point, Vital Interaction earned their stripes...and Lou’s trust. But VI wasn’t finished exceeding expectations.

*I Wonder If VI Can Help Me With This Too?*

For a long time, Lou wanted to update Lake Pointe’s customer feedback process; the paper survey served as his stopgap solution, but yielded low response rates. He decided, “It’s time to digitize,” and turned to his trusted partners for help.

## A Vital Interaction Case Study

Vital Interaction designed a survey that syncs with Lake Pointe's system and pre-populates basic information, which increased patient willingness to give feedback. Lou used the messaging system to distribute the surveys via email, and *response rates shot up to 40%*.

Empowered with better survey data, Lake Pointe learned what mattered most to their customers and could focused energies on priorities – like wait-time. Lou says, “We’re now running a 98% approval – people seem to be very happy.”

### *Where Vital Interaction Took Us: Holistic Patient Engagement*

Vital Interaction ultimately helped with far more than the simple messaging problem Lake Pointe contracted them to solve. Through their interactive patient messaging system, Vital Interaction reminds customers of their appointments, gives them a voice in the form of feedback, and prompts with reminders to come back.

This hands-off system empowers Lake Pointe to engage with their patients more than ever before. Lou happily remarks, “It really works wonderfully.”