

To: MDwise Hoosier Alliance Providers

Subject: Live Reminder Calls Can Yield Big Patient-care Results

From: MDwise Hoosier Alliance

Date: September 24, 2010

If the experience of two MDwise Hoosier Alliance practice groups is any indication, taking the time to make personal, well-visit reminder calls to patients can be a crucial component in increasing patient visits. When the office and nursing staffs at Brinks Family Practice in Princeton, Ind., decided to call every patient on their MDwise Hoosier Alliance member quality list, they saw an overall 24 percent increase in office visits from those patients compared to the previous year (2008).

Brinks' live patient outreach calls include not only appointment reminders and requests to schedule checkups, but also follow up with patients who have missed their appointments. When nurses phone these patients and encourage them to come in for a visit, 90 percent of them reschedule and keep their appointments.

The Fort Wayne Medical Education Program has also experienced positive results with their live reminder calls. When this practice was having difficulty securing enough patient visits to meet their Hoosier Alliance network provider quality measures, the staff began calling their patients and urging them to schedule their needed checkups and keep their appointments. Within 90 days, the group's no-show rate dropped from 18.3 to 15.7 percent. In addition, the staff's efforts resulted in a 15 percent increase in quality measures in just one year.

The Fort Wayne and Brinks Family groups conduct live outreach as a way to ensure they meet their quality measures. In addition, they make every effort to maximize their time with patients once they arrive. For example, if a patient comes in for treatment of an illness, the attending physician conducts a well-patient visit during the same appointment. They also use this time to educate their patients about how their MDwise Hoosier Alliance benefits can increase the quality of the member's health.

If your practice is interested in experiencing improved patient attendance, a reduction in no-shows and better quality results, consider conducting live patient outreach calls. Contact your MDwise Hoosier Alliance Account Executive to help you get started.