experian health™

Heritage Medical Associates enhanced their call center with an integrated digital scheduling solution

Client

Heritage Medical Associates is one of the largest independent multispecialty groups in Middle Tennessee, with:

135+ physicians
14 locations
10 specialties

Challenge

Heritage Medical Associates wanted to improve access to care for patients by accelerating appointment scheduling capabilities in their call center. Previously, they didn't have a good process in place to connect patients with providers. Call center agents were only placing three to five patients per day, and calls lasted several minutes as they manually combed through provider calendars and scheduling rules to find the right appointment. There was no shortage of calls coming in, but they just needed a more efficient way to find the providers to meet the patients' needs and schedule the appointment.

To do this, they partnered with Experian Health to implement a digitally integrated scheduling solution in their call center.

> " We've implemented the Experian Health web-based scheduling system to allow us to more efficiently find a provider that can meet patients' needs."
>
> — **Jessica Smith, Chief Administrative Officer, Heritage Medical Associates**

Resolution

With Experian Health's call center scheduling solution in place, call center agents now have access to all of the organization's 135+ providers in a single digital platform. Call center agents can see all available appointments in real-time, via an integration with Allscripts, and quickly and easily identify the best possible provider and appointment for a patient's specific care need and then book the appointment on the spot. What was previously an ill-defined and inefficient process is now quick and easy with Experian Health's integrated scheduling solution.

> " The scheduling solution makes it easier because we can see all the appointments at one time, go through them with the patient and see which one is best for them."
>
> — **Lyverta Robertson, Patient Liaison, Heritage Medical Associates**

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Results

Since implementing the scheduling solution in their call center, Heritage Medical Associates has been able to greatly increase the volume of appointment scheduling through their call center, as well as dramatically improve the patient experience when patients call in to book an appointment. Below are a few of the key benefits:

Increased call center efficiency

The time spent on the phone for scheduling an appointment has been nearly cut in half — from seven minutes down to just four. With more time, call center agents can now place between 40 and 50 patients per day.

Improved patient experience

Patients who called in to book an appointment, reported higher levels of satisfaction as they were able to navigate to the right provider and appointment more quickly. In a competitive, growing market like Nashville, ensuring a quality patient experience when accessing care is essential.

Enhanced physician satisfaction

By automating their scheduling rules, providers can ensure that any open appointment slots are booked according to their own personal preferences. Their days are more defined and planned, and many have reported feeling less stressed as they can better predict their schedules and maintain control with the new solution.

Improvements to the bottom line

As each individual provider and separate location becomes more efficient, Heritage Medical Associates as a whole can better control the costs in delivering quality healthcare to its patients. The group has been able to control overhead and has seen quantifiable improvement to its bottom line.

" The physicians that I've talked with so far find that they have a more efficient and planned day, and it's more relaxing. Their productivity is increased, and, at the same time, they've been able to reduce some of the stresses of their schedule."

— **Jim Browne, Chief Executive Officer, Heritage Medical Associates**