

# The impact of online patient self-scheduling on a large health system

## Client

One of the nation's largest health systems, with:

140+ hospitals

900+ ambulatory facilities

2,250+ providers with live with online scheduling

245,000+ appointments self-scheduled online in the last year

50,000+ of those for new patients

## Challenge

One of the nation's largest health systems was looking to provide a consumer-friendly self-service experience to patients looking to access care online. To meet this need, the health system implemented Experian Health's patient scheduling platform across its entire national footprint.

While there were a variety of self-scheduling platforms available, the health system was looking for these specific criteria:

- **Scale** — The solution had to have the capacity to schedule hundreds of thousands of appointments in over 900 ambulatory facilities across 20 states.

- **Integrate** — The solution had to integrate with the health system's EMR for real-time scheduling.
- **White label** — The health system required a white-labeled solution that provided a seamless scheduling experience that maintained their brand standards without requiring a separate login.
- **Call center** — The solution needed to enable an interface for health system call centers to schedule digitally as well.
- **Analytics** — Robust analytics were required for real-time reporting and analysis on scheduling activity, capacity utilization and benchmarking over time.

## Resolution

Experian Health's patient scheduling solution was the only one that met all these criteria. Now the self-scheduling capability is offered across the entire health system with over 2,250 providers live on the service. The health system has been able to launch a number of self-scheduling campaigns that have seen fourfold increases in patient bookings as a result. Additionally, call center deployments have achieved **25% increases in referral capture** — meaning less patient leakage by facilitating the process of scheduling follow-up and referral appointments.

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### Results



#### Patient experience

Patients in the health system enjoy the solution's convenience and ease of use, specifically the ability to book online from a mobile device, anytime, anywhere. They can now schedule appointments outside of business hours, which wasn't possible before. Since the solution is white labeled, the booking experience is seamless, and patients never feel as if they've been directed to another site or company to schedule an appointment. Frictionless access creates a better experience.



#### Competitive advantage

Many healthcare providers still don't offer online self-scheduling. Or, if they do, it's a watered-down version with only a few providers, or it's just a means to request an appointment, meaning it still requires a phone call to confirm the booking. With Experian Health's scheduling solution, the health system has gained a leg up on its competition. For example, the online self-scheduling channel has attracted **over 50,000 new patients** a year across the enterprise. On top of that, **roughly 200,000 appointments per year** are booked by existing patients, supporting patient retention efforts. Patients enjoy the convenience of self-service and keep coming back due to the easy, consumer-friendly access.



OVER  
**50,000**  
NEW PATIENTS



ROUGHLY  
**200,000**  
EXISTING PATIENT APPOINTMENTS  
PER YEAR



#### Optimization and expansion

On the heels of its initial success, the health system has leveraged the solution in a number of other ways:

- **Self-scheduling for flu shots** — During peak flu season, patients have the opportunity to schedule an appointment specifically for a flu shot.
- **Same- and next-day appointments** — Made possible by the solution's ability to automate business rules, many providers set aside appointment slots for their patients to schedule same- and next-day appointments for more urgent needs through the online self-scheduling channel. This helps compete against the growing number of standalone urgent care offices and helps provide better, more comprehensive care to existing patients who can see their normal provider.
- **Third-party scheduling** — Providers have added scheduling to third-party websites as well, expanding access to even more channels and helping to meet patients wherever they're looking online.
- **Call center scheduling** — The scheduling platform has been integrated into the call center CRM, enabling real-time scheduling from patient profile pages for call center agents. This enables a myriad of inbound and outbound use cases for streamlined digital scheduling, including the 25% referral capture increase mentioned previously.
- **Onboarding** — The health system now uses online self-scheduling as a strategic tool for newly acquired facilities. One of the first things the health system does after acquisition is start offering online scheduling, enabling physicians to provide better access and more easily fill their capacity, leading to immediate revenue improvements.
- **Analytics** — Real-time dashboards provide insight into all scheduling data, like utilization, and have equipped the health system to unlock hidden capacity within practices. It also tracks other important metrics like show rates and booking process dynamics, which enables management to make changes and drive even better results.