CASE STUDY

Artera Enables Family Practice to Reduce Call Volume, Decrease No-Show Rates, and Lower Bill Collection



Established in 1991, Mountain View Medical Center is a family-run medical practice in Oregon.

- 2 locations
- 9 providers
- 31,000 patient visits per year

Artera enables enterprise health system to improve patient survey click-through and engagement rates.

A customer service conundrum

Mountain View Medical Center, a family practice with two locations in Oregon, had more phone calls than they could handle. Their patients were spending an average of nearly nine minutes on hold. "It was the biggest frustration we heard from our patients," said Tina Kelley, the Practice Relations Manager, "The first thing they would say is 'I've been on hold for an amount of time.'"

Long hold times were undercutting one of their best attributes: Mountain View Medical Center's staff and doctors prided themselves on being convenient for patients, staying open during lunch and until 6:30 in the evening.

The practice also had other issues. Five percent of their appointments were no-shows, and patients frequently ignored calls from the billing department. The practice had a portal that allowed staff members to send reminder texts, but the vast majority of their communication was taking place over the phone. This system was not working for either the patients or the staff.

Shorter hold times and happier patients

When the medical center found Artera™, they liked that the patient communication platform would allow them to use the medical center's existing phone number for two-way texting. Artera also enabled them to run campaigns for important services like annual physicals.

The Results

55%
Decrease in hold times in under 3 months

54%
Decrease in no-shows

10%
Decrease in bill collections

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Mountain View Medical Center decided to phase Artera in slowly, beginning with automated reminders before starting to use two-way texting. They promoted information about Artera and the ability to text the practice on their lobby monitors and on the recorded message patients heard when they were placed on hold. Some people liked the idea so much that they would immediately hang up the phone and text the practice.

The Artera platform was so intuitive that staff members were texting back and forth with patients within three weeks. Kelley reported that patients quickly got used to the idea that when "I respond back to these texts, a real person is going to answer."

> ***"Implementing Artera was the best decision Mountain View Medical Center made all year."***
>
> **DAVID SWARTOUT**
> Chief Operations Officer

The staff felt a difference right away—hold times were dropping, and there seemed to be fewer no-shows. But it wasn't until they looked at the data that they saw the drastic difference.
When they started using Artera, Mountain View Medical Center had set a #rm goal: they wanted to lower their average hold time from nine to five minutes within six months. "We blew it out of the water," Kelley said. In less than three months, average hold times were down to under four minutes.

Patient no-show rates and need to collect bills decrease

In addition, the no-show rate was down to 2.2 percent, a 54% reduction since the practice started using Artera. The billing department was also thrilled with using Artera since the amount of money in collections had decreased by 10%.

"We've discovered that people can't ignore text messages; it's just ingrained in us," Kelley said. "Often they are surprised that they have a balance at all, even though we had mailed statements and called multiple times."

Patients reported that they loved the convenience of Artera. They could text when they needed to book an appointment or ask a question, then go about their day while waiting for a response. Staff members also loved Artera™ since dealing with scheduling was quicker and more efficient. The staff found they had more time to attend to patient needs. "Those are minutes we can have back," said Kelley. "And we can focus on the patients who need our undivided attention."

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