CASE STUDY

How ONE Used Artera to Increase Patient Retention

ONE
ORTHO NORTHEAST

Founded in 1962, ONE is dedicated to resolving surgical and non-surgical musculoskeletal problems, and related health issues.

- 5 main locations with multiple satellite offices
- 32 providers
- 150,000 patient visits per year

The Results

39.6% Reduction
No-show rate decreased from 5.3% to 3.2%; a 39.6% incremental reduction in four months of Artera going live

96% of Patients
96% of ONE's patients have taken advantage of the Artera communication platform to coordinate their care

Using Artera, ONE decreased its no show rate by nearly 40%

Old software not meeting ONE's needs

Ortho NorthEast (ONE) is an orthopedic center located in northeastern Indiana. They discovered that their existing software was not meeting the changing needs of their patients and staff. The patients wanted two-way messaging while the ONE staff was asking for a more efficient process for appointment reminders and recalls.

Recognizing that the way in which they communicate with their patients is critical to the patient journey and directly impacts patient retention, ONE started looking for a better solution. It became a priority for ONE's leadership team to find a communication platform that was advanced enough to support the requirements of both the patients and staff.

Artera workflows improve patient engagment

ONE ultimately selected Artera™ to replace their existing, antiquated appointment reminder system and improve communications with their patients. The organization felt that the efficiency of the Artera automated, two-way messaging feature would allow them to use less staff to reach more patients, and result in decreased no show rates.

The Artera team designed workflows and content that were deployed to various departments including front office, scheduling, registration, and billing. The workflows automatically engaged

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patients to improve staff efficiency and helped staffto effectively establish a connection with patients. These streamlined processes also allowed staff to manually respond to inbound patient inquiries more quickly. Artera was instrumental in helping ONE achieve their ultimate goal of getting patients in the door as Artera as getting them to come back.

Artera helps to differentiate ONE's brand

Offering two-way texting to their patients was ONE's first priority as they believed this would differentiate their brand and provide an unparalleled patient experience in a highly competitive marketplace. The Artera platform was implemented in only five weeks and completely replaced ONE's antiquated one-way reminder solution.

ONE started using the Artera automated, pre- and post-visit messaging protocols to streamline communications with their patients. For example, ONE sent automated reminders to workers comp patients prior to a visit with specific instructions. If the patient was a no-show, reminder messages were sent automatically to that patient, asking the patient to reschedule. When manually responding to patients, ONE implemented the Artera smart phrases and quick responses features.

> ***"It was amazing to see that nearly all of our patients (96%) took advantage of Artera to coordinate their care. The platform clearly fills a major gap in the ideal customer experience."***
>
> **Mona Reimers**
> Director of Administrative Operations

Artera improves staff efficiency

ONE was also focused on improving staff efficiency so that more staff time was free to devote to other initiatives. They leveraged the Artera Broadcast Campaign feature to automate mass outreach to pre-defined patient populations and created super users within each of their practices to manually respond to patients. In the first four months since going live, the ONE team used Artera to send over 190 individual messaging campaigns.

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These campaigns have helped saved countless staff hours on administrative tasks such as the completion of new patient paperwork, notifications of approved pre-authorizations, and patient portal enrollment.

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> ***"With the consumerization of healthcare, our patients now have more power than ever before. Artera allows us to focus on retaining them, making them happy, and most importantly focusing on our core competency."***
>
> **Tia Brown**
> Appointment Reception Supervisor

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