CASE STUDY

A Stellar Experience: An Orthopedic Practice Meets Its Customer Service Goals Using Artera

Rocky Mountain Orthopaedics

An orthopedic practice in Grand Junction, Colorado, specializing in bone, joint, pain, and muscle care.

- 13 providers
- 86 employees
- 8 specialties
- 40,000 patient visits per year

Artera enables clinic to streamline operations while increasing staff efficiency and patient satisfaction.

An Epic EHR customer, Rocky Mountain Orthopedic Associates, now SCL Health Medical Group, is serious about providing excellent customer service. "We're pretty passionate about doing the right thing for our patients," said Pam Bachorski, the practice administrator. "We will do whatever we can possibly do to make sure they have a stellar experience."

However, their system for reminders and callbacks was holding them back. Staff members already had their hands full with scheduling new appointments and checking out patients. Returning calls to patients who requested to cancel their appointments and reschedule was a lower priority.

While the practice had an automated patient reminder system, it wasn't working well for them. "The timing of the calls was around the dinner hour," recalled Bachorski. "We didn't get a lot of responses or confirmations because of the inconvenience to the patient."

The clinic also has a high volume of patient visits with each practitioner seeing between 30 and 40 patients a day. When a practitioner called in sick, "We would have to try to contact every single patient at the very last minute," said Janis Hoppe, the practice's IT expert. "It's incredibly disruptive to try to get ahold of that many patients."

Filling slots, streamlining workflow

When Bachorski was first introduced to Artera™, she was immediately impressed by the texting platform. She knew two-way text

The Results

More canceled appointment slots successfully filled

Reduced call volume

Reduced staff workload

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messaging would take pressure off of the office staff. In addition, since Artera users can add attachments to their messages, the practice could cut down on mailing costs and deal with paperwork and insurance information in advance. "We were prepared when patients showed up. It streamlined that front office flow for us," Bachorski said.

Hoppe added that the ability of Artera to send out text-message broadcasts to large numbers of patients was invaluable. "If a provider has an emergency or is sick, that functionality is a huge plus for us," she explained.

Once Artera was implemented, Bachorski and Hoppe noticed an immediate difference. "It did change our workflows. It also reduced phone calls so that our schedulers were spending less time on the phone," Bachorski said.

The staff love Artera. "They are so appreciative to be able to communicate with our patients like this," Bachorski said. "This has streamlined their workflow, it has lightened their workload, and they don't feel as pressured by the end of the day."

"We get dozens of phone calls a day, so to be able to quickly respond to a text message makes it much easier for us and for the patient," said Breanne Langston, a scheduling secretary.

The problems the practice experienced with unresponsive patients were diminishing as well. Before, Rocky Mountain Orthopaedic Associates had reached out repeatedly to a number of patients and never received responses. "But for some reason when we text them, we get a response immediately," said Bachorski.

> ***"We're able to contact more patients this way, but it also takes a lot of frustration off the patients' end, just knowing that they're able to get their questions or concerns answered in a timely fashion and don't have to be on hold."***
>
> **Breanne Langston**
> Scheduling Secretary

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