CASE STUDY

TVHC Increases Appointment Confirmation Rate by 220%

TIBURCIO VASQUEZ Health Center

Tiburcio Vasquez Health Center is an FQHC located in the Bay Area with specialties ranging from dental care to behavioral health.

- 9 locations
- 50 providers
- 7 specialties
- 115,000 patient visits per year

The Results

7% Increase in slot utilization, resulting in up to $1 million more in annual revenue	**20%** Decrease in no-shows
220% Increase in appointment confirmations	**60%** Decrease in hold times

Tiburcio Vasquez Health Center also decreases no-shows and hold times while increasing slot utilization.

Tiburcio Vasquez Health Center (TVHC) wanted a better way to communicate with patients. With 115,000 patient visits per year and a 70 percent Hispanic population, the Federally Qualified Health Center (FQHC) needed a solution that would allow them to connect efficiently to a large volume of patients—using their preferred language.

Their previous communication platform was unsatisfactory. TVHC had an outdated robo-call reminder system that let patients know when their appointment was upcoming, but didn't alert the health system when patients confirmed or canceled appointments.

"We didn't really have any control over it," said Caleb Sandford, TVHC's Chief Operations Officer. In addition, patients who had questions—or wanted to reschedule appointments—were often on hold for too long. "They might wait 10 or 15 minutes on a good day, 120 minutes on a bad day," Sandford recalled.

Sandford had seen a demo of Artera™ and he liked the convenience and ease of being able to text patients, as well as the look and feel of the platform. "What attracted me to it was how simple the interface looked," he said. "It looks familiar and training people on it is pretty easy. You just log in and start typing."

The ability of the Artera platform to support over 100 different languages was a good fit for TVHC. Thanks to real-time integration with Epic, their EHR system, end users could set up automations to go out in the patients' preferred language.

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Real results in real-time

TVHC saw results immediately. Their appointment confirmation rate jumped from 25 percent to 80 percent. Because patients who confirmed their appointments were much more likely to show up for them, no-show rates dropped by 20 percent at both their medical and dental clinic sites.

Thanks to a combination of Artera and a new phone system, average hold times dropped from about 10 minutes—at best—to 4 minutes, a 60 percent decrease.

> ***"Artera has given us a better way to talk to our patients, an easier, more efficient way to reach out to patients, and a better way to handle scheduling."***
>
> **CALEB SANDFORD**
> TVHC Chief Operations Officer

Meaningful metrics: slot utilization

Because the Artera texting platform made communication easier and faster, patients were more likely to let the health system know when they couldn't make an appointment. That meant TVHC knew which slots would be available, and could fit patients in more efficiently. As a result, slot utilization increased from 75 to 80 percent—a 7 percent jump that translated to as much as $1 million in additional annual revenue for the health system.

Actionable feedback without the wait

TVHC also used Artera to get real-time patient feedback with enlightening results. Before, they had patients fill out an annual survey which was of limited use. Now, they were able to send a short satisfaction survey to every patient after every appointment. "No clinics is doing patient satisfaction surveys in real time so for me this is a really cool win," Sandford said.

In one satisfaction survey, TVHC asked patients, "Did you enjoy being able to text us?" Responses were overwhelmingly positive. "Yes! It's very convenient when I don't have the time to call or can't talk on

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the phone so sending a text is very helpful!" one patient wrote. "I like it because it gives me reminders and I can just look at the texts and know when my appointments are," another noted.

The future of TVHC + Artera

"Artera has given us a better way to talk to our patients, an easier, more efficient way to reach out to patients, and a better way to handle scheduling," Sandford said.

TVHC has plans to expand their use of Artera. The health system is implementing an appointment waitlist system that will let them fit urgent appointments into last-minute cancellations. Using Artera™, they'll begin reaching out to new managed-care patients who have been assigned to them—but haven't yet come to a clinic—to encourage them to come in for much-needed care. TVHC also plans to send more clinical outreach campaigns with health maintenance alerts to patients by text.

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