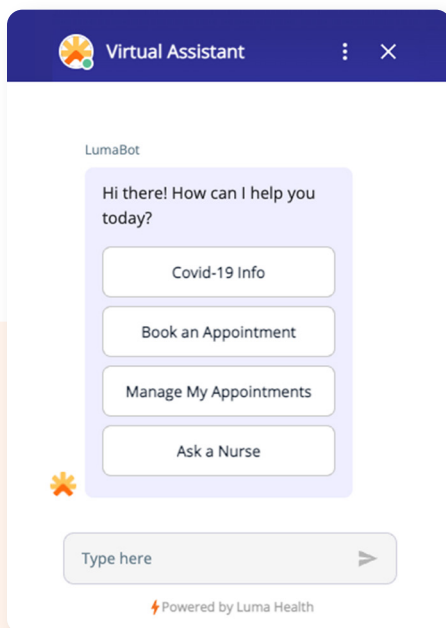# Omnichannel Front Door

Expand your reach with Luma's omnichannel front door. New and existing patients can enter your organization from a variety of channels – text, voice, chat, or web. Self-scheduling and automated follow-up guide patients before, during, and after appointment day, ensuring their success continues beyond the digital front door.
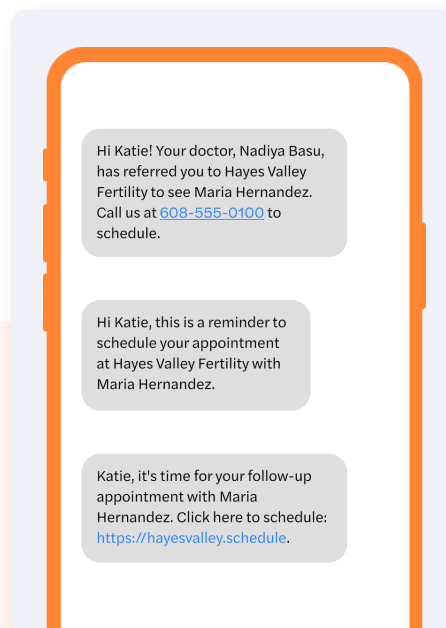
AMPLIFY YOUR REACH

Find and guide patients at any point in their care search

Whether a patient is finding your organization for the first time or comes in regularly, getting them on your schedule requires meeting them where they are and providing easy, actionable next steps. Luma's patient self-scheduling is designed to get patients to the right appointment time and the right provider from a variety of channels.
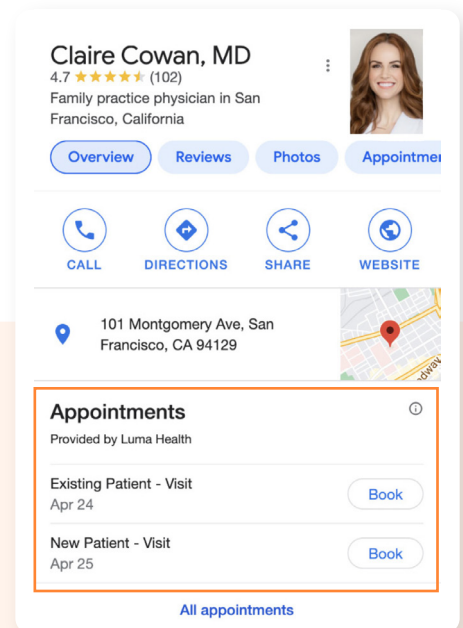

**From your website
(self-service scheduling or LumaBot guided assistance)**

Reaching patients who know who you are and are ready for care

**From SMS text outreach
(scheduling customized to each patient)**

Reaching referred or returning patients

**From a Google search
(scheduling directly from your Google Business profile)**

Reaching patients who are looking for care and discover your practice

Ruth, 74
Retiree

1 **Text-based reminder**

Hi Ruth, you have an appointment on July 26th at 2:30PM with Dr. Potluri. Respond YES to confirm or NO to cancel.

2 **Easy cancellation**

NO

3 **New appointment offer**
Additional option to offer specific available times

Ruth, your appointment is canceled. Dr. Potluri has another time available on August 13 at 4:30PM. Respond BOOK to book it, or click here to choose another time: https://hayesvalley.schedule

4 **Added to waitlist**

Thank you for scheduling with Dr. Potluri on August 15 at 8:00AM. Need a sooner time? Respond YES to be notified when a new slot is available.

YES

Keep patients on your schedule and guide them to success

Automatic follow-up to your referred and scheduled patients keeps them engaged and successful. For example, automatically request intake paperwork and balance payment, or offer a sooner appointment time via Smart Waitlist.

Designed for patient success

" Healthcare needs to go beyond the digital front door. If the patient gets in through the door and the floor falls in, they haven't been successful. Luma brings patients in, then helps guide and retain them through the whole journey."

Bryanna Pardoe | Main Line Health

Kelsey-Seybold Clinic
200,000+ patients reached each month through Luma outreach

OrthoNebraska
60% referral conversion rate in first year with Luma

Alexander Valley Healthcare
38% of newly attributed patients made a care appointment

Want to expand your digital front door?
Schedule a Luma demo today.

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