Resurgens Orthopaedics Schedules 20% of Appointments Online - Without Staff Intervention

THE CHALLENGE

With more than 150 providers in 24 locations across the Atlanta area, Resurgens Orthopaedics has grown to be one of the largest and most respected orthopedic practices in the country. But as it continued to grow, the organization was looking for economies of scale and to streamline the scheduling process with multiple providers and preferences across locations.

THE SOLUTION:

Resurgens Orthopaedics adopted Relatient's Dash solution for patient scheduling.

RESULTS:

Resurgens chose to implement Relatient's intelligent scheduling solution for its contact center scheduling, patient self-scheduling, and referral management needs. Today, they have realized:

- 83% physician utilization rate
- 20% of all appointments are patient self-scheduled
- 40% of all MRI referral appointments are self-scheduled
- 29% of self-scheduled appointments occur after business hours

Dramatic Growth Brought Challenges - Resurgens Met Them with Intelligent Automation from Relatient

Resurgens Orthopaedics was founded in 1986 and has grown to be one of the largest and most respected orthopedic practices in the country. With 24 locations across the Atlanta area and more than 150 providers, Resurgens Orthopaedics provides comprehensive operative and non-operative musculoskeletal care, including total joint replacement, spine, PMR, upper extremity, sports medicine, foot & ankle and hand specialists, as well as physical therapy and imaging services including MRI.

But as the organization continued to grow, scheduling became increasingly burdensome for the administrative staff, which led to higher rates of patient call abandonment due to prolonged hold times. Patients who wanted fast, convenient access to appointments often struggled to get in the door. Provider preferences about appointment type, locations, and times were primarily tracked through internal staff knowledge and by using binders and sticky notes.

Redefining Patient Access and Referral Management with Rules-based Scheduling

Resurgens chose a deliberate path to transform their scheduling operations to accommodate provider, staff, and patient needs. First, they implemented intelligent scheduling within their contact center to improve operational efficiency, then followed by implementing patient self-scheduling to improve access, and finally referral self-scheduling to automate next appointment tasks for staff and patients.

An important reason for choosing Relatient's Dash solution was it was able to provide seamless integration with their athenahealth EMR solution. "Real-time integration and modification allow us to get appointments scheduled in Dash and have them almost immediately appear in athena," says Grace Riepe, VP of Business Operations at Resurgens Orthopaedics "and any changes we make to our scheduling rules happen in real-time and flow in a bi-directional way."

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Better Scheduling Operations Leads to Better Access

In an age where finding a new patient is at least 5x as expensive as retaining an existing one, it's important for healthcare organizations to work to optimize the patient experience and maintain loyalty. Keeping Resurgens Orthopaedics scheduling capabilities top-notch is in part about preserving the institution's reputation for stellar brand quality. "We know we provide great care," says Riepe, "but how do we make sure patients are drawn to us and we're responsive to them quickly?"

Centralized scheduling allowed the entire organization to have an automated and intelligent scheduling solution that tracks all provider preferences and rules in real-time, but that was only the first step. In due time, Resurgens expanded their digital access strategy to include online-self scheduling and pro-active self-scheduling enablement for referral appointments.

A full 20% of all Resurgens appointments are now self-scheduled online by patients, in addition to 40% of all referral appointments being self-scheduled online, which has significantly helped reduce administrative burden on staff and improve workflow efficiency within the EMR. Riepe explains: "Resurgens Orthopaedics has multiple MRI facilities across the market and our team was spending a considerable amount of time making outbound scheduling calls to patients referred for an MRI."

Both providers and administrative staff at Resurgens Orthopaedics have embraced the technology to improve scheduling accuracy and capacity, and today they are seeing an 83% physician utilization rate. Relatient's Dash platform gives administrative staff better efficiencies, maintains provider preferences within the automated system which helps improve staff training, and helps drive appointment volume. It's created new time flexibility for patients, too: Currently 29% of self-scheduled appointments today occur outside of business hours.

PROVEN EFFECTIVENESS

- **40%** of referral patients self-schedule
- **20%** self-schedule rate
- **83%** provider utilization

RELATIENT