

Patient Engagement Gaps

Unlock the Hidden Powers of Automation



CURRENT LANDSCAPE AND AUTOMATION

GAP 1: LIMITATIONS WITH AUTOMATED MESSAGES

By now, most, if not all practices, utilize automation as part of workflow. However, can automation seek out revenue opportunities beyond what you expect from automated messages? RecallMax™ has identified 3 gaps in patient engagement that come from not using automation to the fullest extent.

Given the recent changes from the pandemic, every practice has had to deal with shut downs, restrictions, and adjustments to patient needs. As your patients warm up to the idea of returning to your practice, business may seem to be back to normal when in truth it's creating a false sense of normalcy. An internal study was conducted using 2,500 dental practices over the last two years to measure the impact this pandemic had on their patient engagement. From this study RecallMax™ discovered an alarming increase in unscheduled patients, missed and canceled appointments, and due/late patients. To put this into perspective:

UNSCHEDULED PATIENTS

PRE-COVID: 52% 1,888,004

POST-COVID: 58% 2,588,658

DIFFERENCE: +700,654

MISSED & CANCELED

PRE-COVID: 7% 283,809

POST-COVID: 18% 828,689

DIFFERENCE: +544,880

DUE/LATE PATIENTS

PRE-COVID: 33% 1,205,497

POST-COVID: 38% 1,713,078

DIFFERENCE: +507,578

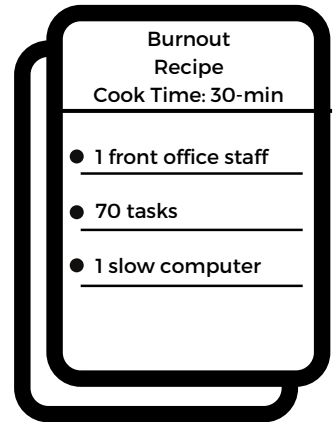
While most of these increases are out of our control as a practice, getting patients back to the office is a different story. Automation can be, and is, a vital resource to any practice but when we rely too much on the convenience of automated messages, we shorten our reach to get patients back. If you can use automation for patient outreach and process improvement, that's where real gains are found. Knowing the power and limitations of automation is the key to improving workflow, driving revenue, and filling short notice cancellations quicker. Unfortunately, practice management (PM) systems do not offer efficient resources to tackle the solution.

ENGAGE TO WIN VS THE GREAT RESIGNATION

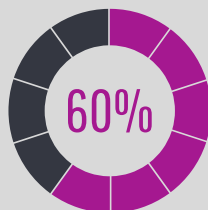
GAP 2: NOT EMPOWERING YOUR FRONT OFFICE WITH AUTOMATION

As mentioned, the pandemic has brought a number of challenges to the office. In addition to these challenges, a wave of workers have either quit, changed career paths, or are recovering from illness. This leaves your office in a bind, scrambling for ways to automate workflow to make up the difference. Growing your practice is hard enough - couple that with understaffing issues and you have a recipe for burnout. Nobody wants to be overworked, which is why most businesses seek out "set it and forget it" strategies, which prevents them from using the full power of automation.

RecallMax™ analyzed 30 million automated messages to measure their effectiveness. From this analysis we discovered that **60%** of patient's confirmed their **existing appointment** while only **10%** scheduled a **new appointment**. As you can see, automation is great at confirming patients' appointments, but most practices overlook the opportunity sitting in front of them for their front office to go after that other **90%** of unscheduled patients.



CONFIRMED



SCHEDULED



This is where the front office can use automation to their advantage. The front desk suffers from a number of manual and time consuming tasks due to the limitations of your PM and employee experience level. The more steps we can reduce while improving efficiency is the end goal. To do this, we need automation to assist staff in every scheduling opportunity, reducing confusion and offsetting messaging limitations.

All practice growth begins at the front desk and having a comprehensive approach when it comes to using automation allows you to super serve your patients. Scheduling opportunities, and the dental health of your patients, shouldn't solely rely on your patients volunteering themselves to you via text or email.



OUTREACH AUTOMATION

THE POWER OF OVERSIGHT

GAP 3: IF YOU CAN'T MEASURE IT - YOU CAN'T MANAGE IT

Have you ever tried running while looking behind you? It's possible but knowing where you're going requires you to face forward, so why look behind you? Now imagine running a practice with historical data (i.e. looking behind you). It's possible, but why would you do it?

Office managers and owners are in the routine of generating reports from their PM once the month ends. The problem? These are KPI's that can no longer be impacted, you're looking at the previous month. Running while looking behind you.



In order to grow you need to track your performance. In order to track your performance you need automated tools that work within your PM. Ideally, a tool that monitors individual and collective output. It's vital to know what to measure since you see, and talk, to countless patients on any given day leaving you with minimal time to accomplish other things. Without tools to visualize your output, it's near impossible to know if what you're doing is making any real impact over time. Your reporting should be updated daily, so you can make changes and coach your team throughout the month to succeed.

H. James Harrington, author of Business Process Improvement, said, "if you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it." With over 45-years of experience helping businesses improve their processes, we can note the importance of measuring our work.

To quote Uncle Ben from Spiderman, "with great power comes great responsibility." Using action based analytics is a great power, but never forget that we are human. Utilize team results to steer and encourage your individual users, instead of counting numbers.

“
If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it.

- H. James Harrington
”

THE ELEPHANT IN THE ROOM

HOW RECALLMAX™ CLOSES THE AUTOMATION GAPS

What is RecallMax™ and how does it help fill these gaps? RecallMax™ is a fully integrated patient engagement app that works alongside your current PM system. Our app scans your PM, presents endless scheduling opportunities for your staff while reducing the work that goes into patient outreach. Our reporting suite ties the actions of your front desk, to the analytics provided to owners and managers.

Gap 1: Limitations with automated messages

- ✔ RecallMax will display to you, in real time, the response behavior of all of your patients so that your front desk can target the right patients.
- ✔ We'll automate lists for unscheduled patients, missed and canceled appointments, and due/late patients, that have not responded to auto messages, so you never have to go looking.
- ✔ In the event a patient leaves without scheduling their next appointment, RecallMax™ will capture them so you can quickly follow-up and get them booked.

Gap 2: Not empowering your front office

- ✔ Through RecallMax™ you'll have quick access to patient, family, and appointment information so when you reach out, you're prepared in seconds, not minutes.
- ✔ Staff shortages or transitions? Not to worry, RecallMax is so easy to use that anyone can follow along and cover for a missing co-worker.
- ✔ Need to document your contact attempts with patients? RecallMax™ tracks every attempt and will update that patient's chart with your notes reducing the number of steps.

Gap 3: If you can't measure it - you can't manage it

- ✔ Stop managing historically, harness the power of a dashboard that provides you with a daily huddle to direct your team with ease. And yes, we are HIPAA compliant.
- ✔ Track your output using the RecallMax™ Dashboard. See how you're measuring up to practice goals with action based analytics.
- ✔ Take your dashboard one step further by breaking down individual performance. Our dashboard allows you to see how each user is utilizing RecallMax™ - An Office Manager's dream.