

## CASE STUDY

# The Orthopaedic Group Unlocks Scheduling Efficiency for Patients & Staff

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45%

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34%

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last minute

**“The online scheduler has been huge in helping book patients in the way that meets provider requirements, and now it is really on autopilot for us. It has been so seamless and a great convenience for our patients and relief for our staff”**

Jennifer Lott

Director of Operations | The Orthopaedic Group

The Orthopaedic Group is a highly rated practice that sees around 500 patients a day, across locations. Today, The Orthopaedic Group averages nearly 5-star reviews across review platforms, with common mentions of “caring and compassionate providers,” and an “efficient healthcare experience.”

The Orthopaedic Group’s Director of Operations, Jennifer Lott, along with the group’s administrative team and on-staff providers, work hard to create this patient experience. Like most successful practices, they faced growing pains head on, and overcame them.

With 26 providers, the group’s administrative staff were challenged to book hundreds of patients a day in a way that meets the unique requirements of each provider. Staff churn soon became another challenging piece to manage, meanwhile, phones were still ringing, patients needed to be scheduled and other patients were calling in with different needs.

Lott shares the hurdles they encountered, “Like with most health groups, our phone room faced high turnover, and when you have so many providers with nuanced scheduling complexities, it gets difficult to constantly train new hires.”

At the time, staff couldn’t keep up. Scheduling errors were becoming more frequent and new hires were spending too much time on the phone booking patients, causing other patients on hold to call back later or worse, look elsewhere.

Lott knew it was time to elevate their scheduling approach, “The goal was to minimize our scheduling struggles by giving patients another option for booking. For us, it was about making it easier for the patients to schedule appointments, while we solve other staffing needs internally.”

### Choosing a Vendor: Consolidation is Key

Lott looked for a self-scheduling solution that could meet patient and physician requirements while also reducing staff workloads and improving accuracy. The Orthopaedic Group searched for a solution that could handle their physician’s complex, orthopaedic scheduling needs without having to implement another interface for staff to learn. Lott shares,

“We wanted the scheduling solution to be easy to use for patients and staff but didn’t want to integrate yet another software. We looked at the partners our practice management system suggested, but ultimately, everybody here has a great relationship with Clearwave, so it made sense to move forward with them.”

The Orthopaedic Group implemented Clearwave self-registration, pre-check and eligibility years before. Adding Clearwave’s Scheduling to their already all-in-one vendor approach was the ideal choice, especially because it provided the customization of workflows that they required.

### Meeting Complex Orthopaedic Scheduling Requirements

When implementing self-scheduling, physicians raised their initial concerns. Lott notes, “Our staff and providers had lots of questions initially around how well an online scheduler would be able to accurately book patients.” She shares a few examples, “We didn’t want patients with ankle injuries to get booked with the spine specialty physician. We also needed to know if patients were injured in an accident or had a lawyer. Similarly, we needed to prompt certain acknowledgments to patients who are uninsured.”

Lott shares how Clearwave helped their practice meet these complexities, “For every scheduling challenge that we brought to Clearwave, their team was able to come up with a solution. We were able to add any questions and additional information to our scheduling workflows. When patients book with Clearwave, we know it will be accurate, which isn’t something you can always guarantee in an over-the-phone interaction.” Going on Lott says, “Clearwave was even able to add a pop-up consent in our scheduling workflows. Now, when someone indicates that they’re uninsured we can have patients review and acknowledge our financial policies via the online scheduler.”

With customizable self-scheduling workflows and templates, the opinions and requirements of the group’s 26 physicians were easily met. Today, Lott hasn’t received any complaints, and has even addressed any needs that came up, like leaving certain appointment slots open for providers who require it. For example, Pediatrics and Foot/Ankle specialists are both prone to incur more patients who

book appointments at the last minute.

Today, the Orthopaedic Group is confident that patients are booked on their schedule accurately. Lott says, "We have not heard any issues of patients getting into the schedule that should not have been booked. I have found that the patient base using this scheduling feature are just the right kind of patients that we want to get on our calendar."

### More Patients Than Ever Before

The Orthopaedic Group sees 84% of online appointments scheduled by established patients. This high patient usage is a great sign for the practice, as it means the online scheduler is taking a significant amount of phone traffic and scheduling burdens away from administrative staff.

Of the impact, Lott shares, "I have not gotten any complaints from physicians, and we worked out any initial kinks quickly. The online scheduler has been huge in helping book patients in the way that meets provider requirements, and now it is really on autopilot for us. It has been so seamless and improved our scheduling efficiency."

Now, the practice is seeing more patients than ever before, and The Orthopaedic Group has met their initial goal of providing patients with a simple way to get on the schedule. Lott shares, "I have been very pleased with the results. The 84% of existing patients using the scheduler is huge. The after-hours usage of the online scheduler is also huge for us in orthopaedics, because that's often when people are thinking about their ailments and looking for appointments. **If we didn't have the online, 24/7 option, we would not otherwise capture those patients.** So, I am very pleased with the after-hours numbers!"

Today, 45% of online appointments are made after hours, while 34% of online appointments are made at the last minute. The Orthopaedic Group also sees 16% of online appointments filled by new patients or those with new ailments.

Beyond high after-hours and new-patient usage, The Orthopaedic Group sees additional benefits, Lott shares, "I think the online scheduler has been impactful for us during extremely busy workdays, like after a holiday. Those days our hold times are longer than normal, but since our on-hold message encourages patients to go online to book appointments, we're able to direct that traffic online, versus on the phone, which benefits our patients and our staff!"

### The Patient Response

Easy, simple self-scheduling has become a standard in the consumer industry, including healthcare. Lott shares, "It's the time we're living in. Everything is advancing, and **I truly believe more and more patients will use this feature.**"

### Results:

- 16% of appointments booked online are new patients
- 84% of appointments booked online are established patients
- 45% of appointments booked online are made after hours
- 34% of appointments booked online are made last minute
- 96% patient utilization of self-registration
- 2min 04sec average check-in time

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### About Clearwave

Clearwave is the Patient Revenue Platform™ for High-Growth Practices. Clearwave provides a purpose-built platform turbo-charged to enable practices to grow revenue, increase point-of-service collections and accelerate patient acquisition and retention. Specialty healthcare practices use Clearwave to enhance patient self-scheduling, streamline patient registration and intake, automate patient communications and create true financial transparency for both patient and practice alike through real-time, automated insurance verification. At the core, Clearwave is committed to superior client onboarding and ongoing client success with an unsurpassed client-partner relationship through clearwaveCARE. Unlock your practice's growth potential with Clearwave today, [www.clearwaveinc.com](http://www.clearwaveinc.com).