

CASE STUDY

Southview Medical Group Unlocks Revenue Potential

91%

of Co-Pays Collected
at Check-In

<2min

Patient
Check-In Time

72%

of Appointments
W/Reminders Confirmed

Southview Medical Group sees over 700 patients a day across 4 locations and specialties including cardiology, dermatology, gastroenterology, endocrinology and more.

Challenges

With a mission to provide the highest quality care while serving a high volume of patients, Southview was looking for a solution to reduce wait times. Even with four receptionists, the in-demand practice continued to look for ways to streamline check-in for the large number of patients coming in each day.

Daniel Chattom, Clinical Systems Manager at Southview Medical Group shares, "We didn't have room. Lines were running into each other and out the door. We had four receptionists, but they had to verify insurance and co-pays and collect past-due balances, and all of this was going on at one time. We noticed the problem, not just the managers but the doctors as well. So we got together to find a way to fix this."

Southview Medical Group's leaders looked for a solution to speed up patient throughput and keep provider schedules on time. Chattom shares a common sentiment many in-demand healthcare organizations can relate to, "At the end of the day, the front desk experience sets the tone for a patient's visit, and we want to set a positive tone."

Choosing a Purpose-Built Solution

Patient-led registration technology was the solution Chattom focused on, he shares "We started to think about what's going to help us expedite the check-in process? What's going to improve patient satisfaction? And what's going to increase revenue?"

To start, Chattom looked to their EMR vendor for a solution,

he details, "We reached out to our current EMR vendor to see how we could use it to its maximum capabilities to help us with patient check-in. The issue we found was that registration wasn't their baby, their baby was the EMR."

Going on he says, "They didn't understand the process and they just didn't know how to accomplish what we were looking for, and that is what led us to search for a more purpose-built solution, we knew something was out there."

Southview Medical Group's initial goals for a patient self-registration platform were to:

- Shorten wait times and avoid long lines at the office
- Improve schedule efficiency and patient throughput
- Reduce staff, provider and patient frustration

In the search for a purpose-built solution, Chattom says, "We didn't think we would be able to solve all those challenges with one solution, so we wanted to prioritize solving the full waiting room challenge first and get patients to their doctor faster. Fortunately, we found a patient self-registration solution that helped us achieve all of what we were looking for."

The Surprising Outcome - Revenue

While Chattom and Southview Medical Group were initially focused on reducing wait times and keeping schedules on track, the organization unlocked hidden revenue potential by enabling patient self-registration with Clearwave. After implementing the Clearwave Kiosks and pre-registration links, sent via reminders, the impacts on wait times and revenue were immediate.

Initially, Chattom was shocked by the 'hidden' revenue improvements sharing:

"We were reaching our goals nearly immediately. We don't have people lined up out the door. We don't have loud or packed waiting rooms. To me, the most astounding and surprising fact of it all was that we saw an even quicker increase in past-due and co-pay collections, before we saw waiting room times drop."

DANIEL CHATTOM

Clinical Systems Manager, Southview Medical Group

Chattom shares, "The patients quickly just adopted self-check-in. They just did it. I think they're becoming more comfortable with self-registration because they see it at other doctors' offices or with kiosks at grocery stores. They're doing this already but now they're doing it in a healthcare setting."

Today, Southview sees an average check-in time under 2 minutes. The drop in wait times has impacted patient satisfaction, today Chattom shares, "You can imagine how much better the patient's experience is now than it was before. The under-two-minute check-in time absolutely ties back to our patients' increased satisfaction."

Additionally, nearly half of patients complete pre-check making their in-office registration times under a minute and a half. Chattom shares, "We didn't expect that we would see as good of a response to pre-check, but our patients have been pleased with that process, they live it, they feel comfortable doing it on their own device and once they arrive, they see their doctor faster."

Clearwave Reminders also helped Southview tackle no shows, Chattom highlights, "We have seen a decrease in no shows. Whenever patients schedule an appointment, they get email and text reminders at the appropriate times. We're taking the 'forgetfulness' problem away without needing the manpower to call patients multiple times."

From Initial Doubts to Revenue Results

Chattom discusses the hidden revenue results sharing his initial reservations, "When we met with Clearwave initially, our sales representative talked about how we would collect more past-due balances. The whole time I thought he was just trying to sell us a product. And, in reality, it's absolutely true."

To the delight of Southview Medical Group's leaders, Chattom, patient-led registration significantly increased point-of-service collections. The kiosk removes patient and staff discomfort around paying past-due balances and co-pay collections, and patients choose to pay at the self-service kiosks with ease. Chattom shares, "Receptionists are not bill collectors. They don't always feel comfortable, especially in a busy office, asking for payment. But those are still collections we earn and need to capture."

Today, with patient-led registration, Southview Medical Group's captures a significant increase in average monthly collections.

With Clearwave's insurance verification, Southview also instantly determines patient eligibility, increasing their ability to collect accurate patient responsibility due, prior to rendering care.

The instant verification has also reduced staff burden, says Chattom, "Clearwave is constantly doing eligibility checks for insurance, now we don't have to have someone who has to go manually in there to determine eligibility."

A Smooth Implementation Journey

Chattom understood that implementing a new registration process, complete with in-office kiosks, and even just

learning a new system can be a challenge for large-scale healthcare organizations. While he was prepared to take on this feat he shares, "Nothing in healthcare is easy but, the people at Clearwave took all the stress off us. We didn't have to carry the load to drive implementation."

Of the process Chattom shares, "We set a time we wanted to go live, and we went live. It wasn't a long phased-out process. After we went live, we started noticing a pretty instant increase in revenue and a decrease in wait times. We didn't expect the whole process to be that simple. We thought we were going to have to do a whole lot more."

Today, Southview Medical Group continues to provide a premier patient experience, keeping patients and staff happy with short wait times and accelerated patient throughput. Of the dedication to find the right solution today Chattom can now say, "The providers have been pleased with how quickly patients are getting back to them, and they're much less overwhelmed or behind during the day. We've also heard from the patients that the process is so much smoother than ever before, they're much happier."

Patient Revenue Results:

- 91% Of Co-Pays Collected at Check-In
- 92% Active Insurance
- Clearwave Check-In Time: 2 minutes
- 72% of appointments w/reminders confirmed
- Decrease in no shows

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 medical 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.