

Case study

Wake Forest Pediatric Associates



Summary

In 2014, Wake Forest Pediatrics was knee-deep in clipboards, pencils and paperwork. But that all changed the following year when the practice made Phreesia its patient intake partner—and its staff hasn't looked back since.

Today, Wake Forest Pediatrics uses Phreesia for registration, payments, patient engagement and more, enabling staff to spend less time on administrative tasks and more time getting patients the care they need. Phreesia also helps Wake Forest administer clinical screenings and social-needs assessments during check-in, empowering its pediatricians to provide the proactive, patient-centered care families need and expect.



About the organization

Size: 16 providers, 2 locations | **Location:** Raleigh, N.C. area

For 20+ years, Wake Forest Pediatric Associates has provided high-quality care to families throughout the Raleigh area. Its pediatricians offer newborn, infant and well-child care, breastfeeding support, on-site labs and many other services. As a patient-centered medical home, Wake Forest Pediatric Associates prides itself on delivering respectful, whole-person care.

GOALS:



Streamline registration



Boost time-of-service collections



Improve patient communication

The Phreesia difference:



92% of patients check themselves in, saving 14 hours of staff time per day



77% of copays paid among patients who check themselves in



500+ phone calls eliminated per month by using two-way text messaging instead



96% of text messages from practice staff successfully reach patients

"Phreesia helps our staff save time and reduce paper waste. It also helps our patients, because they're able to complete everything before they arrive, which speeds up their check-in process once they reach the office."

— **Jessica Reese**, Administrative Supervisor, Wake Forest Pediatric Associates



Expediting registration

Paper-based registration used to be the norm at Wake Forest Pediatrics. But with Phreesia, parents and caregivers now have the option to check in their children from anywhere—at home, on the go or in the office, even before they arrive.

“We really push patients to get everything done before they get here, and to upload their insurance card so that we have everything we need prior to their appointment,” says Jessica Reese, Administrative Supervisor at Wake Forest Pediatrics.

Parents appreciate the convenience of that approach, and the proof is in the numbers: 92% of them check in their children without staff intervention. But what about older caregivers who aren't familiar with mobile check-in?

“They may not understand technology as well, but we walk them through the process,” Reese says. “If they don't check in online before they get here, we give them a PhreesiaPad when they arrive. We've had very positive feedback from it.”

Enhancing patient communication

Wake Forest also uses Phreesia to streamline patient engagement. Phreesia's two-way text-messaging functionality allows the practice to easily send appointment reminders, recall patients for preventive care and request their insurance information before they arrive.

“We utilize that text-messaging feature every day in some form or fashion,” Reese says.

In addition, Phreesia helps the practice keep its patients up to date on operational changes. For example, Reese recently used Phreesia to make patients aware of a construction project taking place at one of Wake Forest's offices.

Supporting holistic care

Like most pediatric groups, Wake Forest administers plenty of clinical screening questionnaires that parents and caregivers previously had to fill out by hand.

Now, that process is all digital. Phreesia automatically prompts families to complete relevant screenings during intake and gives their pediatricians real-time access to the results, enabling clinicians to assess patients' medical needs before they arrive for their visit.

Phreesia also helps Wake Forest evaluate patients' social needs. When patients and their families feel empowered to privately answer sensitive questions, they're more likely to give honest answers—and better informed about the resources available to them.

“If a patient screens positive [for social risks], we'll refer them to a care coordinator who can help them with food, transportation to medical appointments—things of that nature,” Reese says. “We serve quite a few low-income families, and Phreesia helps us give them peace of mind that there are resources available. They're not stuck wondering whether they can get help.”