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Georgia Urology Reinvents Patient Access and Referral Management with Intelligent, Rules-Based Scheduling

THE CHALLENGE

With more than 80+ providers in 31 locations and surgery centers across the Atlanta area, Georgia Urology is the largest privately owned urology practice in the Southeast and provides first class urological care for adults and children. With a large part of their practice coming from referrals, the organization was looking to streamline the referral scheduling process and reduce burden on their staff.

THE SOLUTION:

Georgia Urology adopted Relatient's Dash solution for patient scheduling.

RESULTS:

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

- 88% physician utilization rate
- 3-4 minute average call time per scheduler
- 80% of self-scheduled appointments are new patients

Managing Provider Rules in Excel Led to Scheduling Errors and Inefficiencies for Staff

Georgia Urology is the largest privately owned urology practice in the southeast and provides top notch urological care to adults and children across their 31 locations and ambulatory surgery centers throughout the Atlanta metro area. Their 80+ providers specialize in oncology, infertility, incontinence, kidney stones, men's health, women's health, and pediatrics and use state of the art diagnostic equipment and advanced treatment techniques.

As the organization continued to grow and add providers, scheduling became more complex for their team as they were scheduling appointments at multiple locations with multiple providers, as well as managing a growing number of referral appointments. Prior to Dash, they were using a 60+ tab excel spreadsheet to manage provider schedules, to understand preferences, exceptions, timeframes, and appointment placement criteria – which proved to be time consuming and inefficient for their staff.

Centralized Scheduling Challenges Met with Intelligent Automation

Georgia Urology began their scheduling journey with Dash in their contact center, by implementing a centralized, rules-based scheduling solution. Dash's intelligent scheduling capabilities automated complex provider rules and preferences across locations, eliminating the need for Excel as their main resource.

Centralized scheduling in the contact center not only benefited staff, but also helped optimize provider schedule capacity and increase appointment volume. After implementing Dash, Georgia Urology increased their **provider utilization rate to over 88%.** This means that on average Dash helps to keep provider schedules 88% full at all times.

An important reason for choosing Relatient's Dash solution was that it was able to consistently keep the same rules and preferences across all access points. This ensured that regardless of the entry point, a patient was correctly matched to the right provider, at the right time, and at the preferred location.

"We used to have constant calls from our physicians about incorrect appointment placement, the noise on that has died down tremendously after Dash was implemented", said Lori Tate, Chief Operating Officer at Georgia Urology.

> "The Dash scheduling platform has changed the ways our teams have functioned, the way we think about how we get patients into our practice, and we're able to do things now that we weren't able to do before we implemented Dash."
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> *Lori Tate,*
> *Chief Operating Officer*
> *Georgia Urology*

Patient Self-Scheduling Boosts Patient Acquisition and Streamlines Referral Management

After seeing the efficiencies brought with centralized scheduling, Georgia Urology expanded their access strategy and launched online self-scheduling, allowing patients to book appointments online without the organization having to worry about scheduling errors.

Georgia Urology drove adoption of patient self-scheduling through multiple modalities –pro-active outreach to enable patients or contact center staff to self-schedule appointments, leveraging QR codes within patient webinars to unlock specific timeslots, as well as additional marketing efforts to drive online appointments through the website.

Soon after implementing these promotional strategies, they quickly realized the impact that patient self-scheduling had on new patient acquisition, so the Georgia Urology team expanded their self-scheduling strategy to include referral appointments. In addition to inputting information from referral faxes into Dash and sending links to patients to self-schedule their appointment, they also offered direct scheduling links to their referring provider organizations. By doing this, they were able to ensure patient access staff could schedule the referred appointments with Georgia Urology in real time during the check-out process. This capability allowed patients an alternate way to schedule their referral appointment and helped deliver a connected care experience.

"The referral task component has been a nice addition to our self-scheduling. It provides another layer of scheduling accessibility for our patients. It's something our providers have wanted for our patients," said Lori.

PROVEN EFFECTIVENESS

- **88%** physician utilization rate
- **80%** of self-scheduled appointments are new patients
- **3-4** minute average call time per scheduler

Between the increase in self-scheduled appointments and referral appointments, Georgia Urology notes **that 80% of all their self-scheduled appointments are new patients,** which has significantly reduced administrative burden on staff and cut down on average call times per scheduler **to 3-4 minutes.**

Both providers and administrative staff at Georgia Urology have embraced the technology to improve scheduling accuracy and capacity. 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 allows patients and referring providers the flexibility to schedule appointments easily any time of day, without having to make a phone call.

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