



CASE STUDY: Rideau Family Health Team

Cliniconex Automated Booking Notifications & Appointment Reminders

Every home renovation project has its headaches. From cooking in the living room to vacating the house entirely during the dusty, disruptive construction, the challenges are numerous.

For the Rideau Family Health Team (RFHT), a capital renovation of their central facility in 2014 was more than an inconvenience. The team of 5 staff and 21 health professionals – doctors, nurses, nurse practitioners, dietitian, pharmacist, and social workers – was forced to move out and practice out of different clinics.

Of primary concern were the 50 patients a day, five days a week, who would have to find RFHT at its new location.

“We were very concerned that patients would go to the wrong place,” recalls Chris Bourque, Executive Director. *“They’d miss important appointments and ultimately our providers would be under-utilized.”*

RFHT lacked resources to call patients and remind them of their appointments and the new temporary location. So the team turned to Cliniconex’s fully automated reminder system.

Cliniconex was deployed to ensure 100% of patients received an automatic reminder, plus the key location change information. *“It worked wonderfully,”* says Chris.

“We had very few missed appointments during the renovation. And it’s only gotten better since.”

The Dreaded Game of Phone Tag

RFHT then looked at expanding their use of Cliniconex to include bookings. *“Staff was forever chasing patients, leaving voicemails, patients would call back and leave their own voicemail – booking appointments was a never-ending game of phone tag,”* says Chris. Administrative Assistant Erika Henderson agrees: *“I would dread having to spend two hours to make calls.”*

Even so, there was some hesitation to automate the process. *“We thought we’d get complaints that it was intrusive. Would patients take the time to listen, let alone push a button?”* recalls Erika.

But they needn’t have worried. *“Patients were really happy,”* she says. *“They’d say ‘I’m so glad I got the reminder; I’d totally forgot!’ Even when we book appointments now, patients will say ‘But I’m going to get the call, right?’”*

‘ We save at least four hours a day in staff time, which adds up to more than \$20,000 every year. ’

More Patients Reached • More Clear Messaging • Reduced No-Show Rate

With Cliniconex, appointments are scheduled a minimum of one week in advance. Patients then receive a reminder three days in advance, which gives plenty of time to cancel or reschedule. As a result of this scheduling protocol, work flow is optimized: there's a much better ability to reschedule, a higher uptake of appointments and dramatically reduced no-show rates. Across the weekly average of 250 appointments, the entire clinic logs fewer than five no-shows a week.

Right Message to the Right Patient

The ability to tailor messaging for specific scenarios has proven to be very beneficial. *"We experienced a problem with our foot care program,"* says Chris. *"Patients were showing up without the supplies they needed. So we altered the message in Cliniconex to remind those patients to bring items one, two and three. Problem solved."*

With Cliniconex appointment scheduling and reminders, Chris estimates that at least four hours every day is saved in staff time – an annual cost saving of approximately \$20,000. Staff is freed up to do more value-added activities and better serve the patients in the clinic.

Critical Patient Safety Net

"We have a lot of elderly patients, a mental health program and a diabetes program," says Chris. *"Cliniconex is one more safety net to make sure that all of our patients – especially the most vulnerable ones – don't miss critical appointments."*

"The Rideau Family Health Team is dedicated to improving patient health and views patients as partners in their own healthcare," says Anthony Mar, CEO, Cliniconex Inc. *"We consider ourselves partners with the health team, working to ensure that our individualized outreach operates simply and effectively as a part of the infrastructure supporting their care goals."*

"Anthony and the team have been the greatest," says Erika. *"I can always get ahold of someone. Any issue is resolved within hours. They make it very easy!"*

"Of all vendors we've worked with in the last three years, without a doubt, and by an order of magnitude, Cliniconex has been the easiest deployment and most trouble-free operation," says Chris. *"Whenever we've had a problem or are looking to expand, Cliniconex is always there and interested in helping us solve our problems."*



“ One missed appointment means one patient we couldn't see. And that's one too many. ”