



# Southbank Medical Centre: Case Study

## SAVE TIME, KNOW YOUR TIME!

The Southbank Medical Centre, which has been in operation for 25 years, is a highly frequented clinic with over 1000 patients examined per week by their 12 physicians. The clinic offers walk-ins, family practice and specialty medical services 7 days a week.

With such a high frequency of visits, it's no surprise that one of the key pain points for this clinic is the calls and interruptions from visitors asking how long is the wait time.

## ALL IN TIME

The Southbank Medical Centre uses two key services from Cliniconex, namely the Wait Time Display as well as Appointment Reminders. The wait time widget is used on the website and within the clinic for walk in patients. Walk-in patients are therefore able to find out the approximate wait time even before leaving their home to go to the clinic.

"The Wait Time Display is a definite time saver! With all the claw backs and with wage increases, any penny saved is important" explains Martin Scullion, Managing Director at Southbank Medical Centre. "When we receive calls, or are

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**"It only took a couple of minutes of training to learn how it operates. The widget is intuitive and easy to use."**

Martin Scullion, **Managing Director at Southbank Medical Centre**

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asked how long the wait will be, we are taking the office assistants away from their important work and causing a distraction. The widget minimizes these interruptions."



The service has been customized to match the Southbank Medical Centre website and is implemented directly into the EMR. As patients register, meet with the doctor and leave, the widget automatically updates on both the website and onscreen in the clinic.

"Working with Cliniconex has been a smooth endeavor. They have worked hand in hand with us to understand our needs, customize any aspects of the services and do any updates



**Our Current Walk-In Clinic Wait Time Estimate is:**

**10 minutes**  
 Updated: 7:25 PM  
 Powered by *Cliniconex*

This is the estimated wait time for the next arriving patient.  
**Please note that patient registration may cease prior to closing.**  
**Please call to inquire.**

needed. Not only that, but their customer service is extremely responsive,” describes Martin.

The staff at the clinic aren’t the only ones happy about the displaying of wait times. Walk-in patients are now able to make a decision as to which clinic they will visit based on the time displayed on the website. For the patients that are on-site, they are overall more satisfied because the waiting time is displayed and sets their expectations.

“We are now looking at developing this further and using the Cliniconex Patient Queue Display and Patient Return Messaging services to create a visual queue so that patients in the clinic know how many are in line before them. We expect that once implemented, we will save more time and avoid further disruptions.”

“Cliniconex has worked so well for us that I have recommened it to a number of other clinics!”

-Martin Scullion, **Managing Director at Southbank Medical Centre**



*Cliniconex Wait Time Display*

**Contact us for a no-obligation demo...**

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