

Dr. Werger: Case Study

DR. JEFFREY WERGER

Dr. Werger is an ear-nose-throat (ENT) in Markham, Ontario, whose clinic, including a hearing aid service, employs 2 doctors, 2 audiologists and 4 support staff. On a typical clinic day, Dr. Werger sees 15 new patients and 35-45 follow ups and has a 2-3 month wait time for an appointment.

Because of this wait time, which is long for a patient but relatively short for an ENT specialty, the clinic receives calls every day from patients asking to be seen urgently. So, when a patient misses an appointment, it's extremely disruptive.

"We have such a long waiting list. People are begging every day to come in. If a patient is going to no-show, I want them to cancel so I can put someone else in that spot. I don't want the \$45 missed appointment fee. I'd rather just see someone who actually needs my services than waste my time."

In an attempt to reduce no-show frequency, the clinic tried calling out reminders but quickly found the staff burden was too heavy. The most they could manage was reminding new patients only.

TECHNOLOGY FOR DOCTORS INTRODUCED CLINICONEX

Still, the calls depend on staff having time to complete them. So, Dr. Werger, an avowed technology enthusiast, kept a lookout for new capabilities that would solve the reminder challenge better. Then, in a Technology for Doctors article published in December 2011, he learned about Cliniconex,

"Now there's a reminder call going out for every patient and they have the chance to confirm or cancel. So if they can't make it, we have the opportunity to fill the appointment slot."

-Dr. Werger

prompting him to think: "Wow, this would be great, could this fit within the scope of our office and be cost efficient?"

After contacting Cliniconex and seeing the solution in action, Dr. Werger started the service on a trial basis. During the month-long trial, the solution was tweaked to fit Dr. Werger's workflow just right. "Cliniconex was very helpful in setting the solution up and making changes as we saw fit. Cliniconex runs in the background and we don't even notice it now," says Dr. Werger

NO-SHOWS SIGNIFICANTLY REDUCED

Missed appointments are down significantly and there is an unexpected benefit. Because frontline staff can easily see reminder status in their scheduler, arguments about no-show fees have also been drastically reduced.

"Staff absolutely love it because it has really taken a big task off their hands and opened their time up for other things. And, as well, they are the frontline people so when someone comes in and has missed an appointment, it allows them to get it reconciled quickly," says Dr. Werger