

The Iowa Clinic improves access with patient self-scheduling

The Iowa Clinic wanted to make access to care more convenient for their patients by offering the ability to self-schedule online across multiple specialties.

Client

The Iowa Clinic is the largest independent physician-owned multispecialty group in Central Iowa, with:

170+ physicians

42 specialties

170,000 unique patients

600,000 patient visits per year

Challenge

The Iowa Clinic wanted to improve access to care for their patients by offering the ability to self-schedule online. They needed a white-labeled online patient self-scheduling solution that supports their brand and improves the patient experience.

Previously, a new or existing patient who wanted to schedule an appointment had to call — a process that was often inconvenient for patients. The call center was overwhelmed with scheduling calls that lasted several minutes and often resulted in the patient being put on hold while a call center agent combed through providers' calendars to find the right appointment.

Resolution

The Iowa Clinic implemented Experian Health's Patient Schedule solution to enable online scheduling across their organization and service lines. With the new solution, patients can self-schedule directly into providers' calendars in real time from any device. The solution automates providers' scheduling protocols and business rules in the booking process, which guides patients to the right care through a series of brief questions they must answer. Unlike the call center, online scheduling is available 24-7 and maximizes patient convenience in the scheduling process, giving The Iowa Clinic a distinct competitive advantage over other providers in their market.

“Experian Health's Patient Schedule allows us to improve the patient experience by offering a simple, convenient way to schedule an appointment online.”

— C. Edward Brown, CEO, The Iowa Clinic

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Results

Patients adopted the use of the self-scheduling solution in record time and have consistently reported high satisfaction with the tool. Since implementing the self-scheduling solution, The Iowa Clinic has experienced some powerful results:



Improved access

In the first eight months, 15% of all appointment bookings came through the online scheduling channel. This shows quick adoption of the new technology and a fulfillment of latent demand for self-service.



Increased call center efficiency

The centralized call center has seen a 30% reduction in the number of scheduling calls, freeing up agents to tend to patients who need a human touch and creating better overall operational efficiency.



Growth in new patient acquisition

New patients are coming to The Iowa Clinic due to the convenience of online scheduling. At least 8 new patient appointments are booked per provider per month on average. To get the word out, The Iowa Clinic has run various successful marketing campaigns to promote their online scheduling, including TV commercials, social media ads, email blasts and more.



Achieved high show rates

Patient show rates have been 97% for appointments scheduled online. Providers at The Iowa Clinic feel confident that when patients book online, they show up, which helps them maximize their capacity and eagerness to adopt the solution.