

Accelerating member outreach with Patient Schedule

A large Medicaid managed care plan partnered with Experian Health to improve member engagement with a digital scheduling platform.

Client

A leading Medicaid managed care plan, currently **servicing more than 500,000 members**, was looking to enhance their member outreach and engagement capabilities. The health plan operated a centralized call center for member engagement that was responsible for scheduling members with a disparate network of community physicians in order to establish care, perform risk scoring and close gaps in care.

Challenge

Previously, the member outreach team could only schedule appointments by orchestrating three-way calls with the member and the provider office. This process was confusing for members, inconvenient and distracting for providers, and inefficient for the member outreach team. They needed a solution that could:

Reach more members to schedule needed care.

Reduce phone time for the appointment scheduling process.

Automate transportation scheduling for non-emergency appointments.

Improve show rates for appointments.

Strengthen relationships with providers through data analytics.

Step 1: Member engagement team identifies care gaps and performs outreach



Step 2: Patient Schedule used to book appt with provider & launch transportation booking if needed



Step 3: Member attends appt and analytics provided back to health plan



Resolution

The plan needed a way to accelerate their appointment scheduling capabilities to drive quality improvements and make access to care easier for their members. To do this, they enabled their member outreach team to schedule appointments digitally using the Patient Schedule platform, eliminating the need to call providers. Now when call center agents have a member on the phone, they can book appointments for needed care in the Patient Schedule platform, which has established digital connections with the health plan's provider partners. With the Patient Schedule platform in place, the plan has seen dramatic improvements in the following areas.

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Results



Improved access

The member outreach team has scheduled more appointments by eliminating three-way phone calls between the member and provider. Since implementation, **scheduling rates**, when they have a member on the phone, **have increased from 25 percent to 60 percent. That's a 140 percent increase.**



Decreased call times

The call center has **cut the average handle time (AHT) in half.** Previously, calls averaged 18 minutes, but now by using Patient Schedule to book appointments, call times are averaging 9 minutes. The scheduling platform's simple interface makes finding and booking appointments quicker and easier. With this time-savings, patients are connected to providers much faster, and providers are no longer burdened by lengthy phone calls.



Automated transportation scheduling

The new solution provides the ability to schedule the appropriate transportation for members following appointment booking. Previously a separate process, this has now been streamlined into a single workflow. Moreover, it auto-updates when an appointment is rescheduled.



Growth in show rates

With streamlined scheduling capabilities and a more consumer-friendly experience, **member show rates have increased by 51 percent for many providers.** Prior to Patient Schedule, the average show rate was 43 percent. Now **many providers are experiencing show rates above 60 percent with some getting higher than 80 percent.**



140%
INCREASE IN
SCHEDULING RATES

51%
INCREASE IN MEMBER
SHOW RATES

50%

DECREASE IN AHT REDUCTION
(CUT CALL TIMES IN HALF)



Strengthened relationships with provider partners

With the improved scheduling process and analytics reporting from Patient Schedule, the plan's relationship with providers has improved dramatically. Show rates have increased, scheduling is hassle-free, and analytics scorecards can be shared between the plan and their provider partners on an ongoing basis to identify opportunities to improve the program.