7 Proven Strategies to Reduce No-Shows and Boost Revenue

Presenters: Al Fiandaca, Product Manager
Steve Johnson, Senior Sales Consultant
Introducing... Attigo Therapy
The All-In-One Therapy Solution for Private Practice Rehab
A product of software rehabilitation experts, MediServe
Definitions

Å No-Show

- The patient misses a visit with little or no warning

Å Cancellation

- The patient contacts you at least 24 hours before the scheduled appointment.
SCHEDULING

If you schedule it, they will come. Unless their kid has soccer practice. Or there’s a good rerun of Magnum PI on. Or the dog is feeling a little down. Or you just passed up lunch with the hot accountant next door. Or...
Something to Consider...

- Just cutting no-shows down from 15% to 12% can increase billable services by $8,000/year per therapist!

- Top reasons for missing appointments: emotions, perceived disrespect and not understanding the scheduling system.
Strategy 1

Know the Warning Signs of a No-Show.
Warning Signs

What causes a no-show?

• Forgetfulness
• Low Priority
• Fear/Pain
• Finances
• Frustration
• Lack of transportation/caregiver
• Bad experience (wait time, clinician)
• Embarrassment

Attigo® Therapy
# Track the Reasons for No-Shows

## SpectraHealth Medical Center
**Rehab Dept.**
4094 4th Ave., Ste. 300
San Diego, CA 92103
(619)-

### Daily No-Show Summary

<table>
<thead>
<tr>
<th>Date</th>
<th>ID Number</th>
<th>Description</th>
<th>Reason for No-Show</th>
<th>Resource</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/26/2011</td>
<td>JOST7CV0</td>
<td>Johnson, Steven</td>
<td>Babysitter issues</td>
<td>Naples, Johnathan C</td>
</tr>
<tr>
<td>4/26/2011</td>
<td>WOLF8976</td>
<td>Wolf, John</td>
<td>Forgot</td>
<td>Wiley, Noah</td>
</tr>
<tr>
<td>4/25/2011</td>
<td>FIAN57650</td>
<td>Fiandaca, Anthony</td>
<td>Sickness</td>
<td>Welby, Marcus</td>
</tr>
<tr>
<td>4/24/2011</td>
<td>CUCR2346</td>
<td>Curtis, Craig</td>
<td>Transportation</td>
<td>Quincy, John</td>
</tr>
<tr>
<td>4/24/2011</td>
<td>SUV6340</td>
<td>Suarez, Vic</td>
<td>Sickness</td>
<td>Nightingale, Florence</td>
</tr>
<tr>
<td>4/23/2011</td>
<td>PEST90700</td>
<td>Petrie, Steve</td>
<td>Sickness</td>
<td>Welker, Julia</td>
</tr>
<tr>
<td>4/22/2011</td>
<td>PFM78450</td>
<td>Pfeiffer, Michael</td>
<td>Child Care Issue</td>
<td>Noah Willy</td>
</tr>
<tr>
<td>4/22/2011</td>
<td>JOST7CV0</td>
<td>Johnson, Steven</td>
<td>Babysitter issues</td>
<td>Naples, Johnathan C</td>
</tr>
<tr>
<td>4/21/2011</td>
<td>WOLF8976</td>
<td>Wolf, John</td>
<td>Forgot</td>
<td>Wiley, Noah</td>
</tr>
<tr>
<td>4/21/2011</td>
<td>FIAN57650</td>
<td>Fiandaca, Anthony</td>
<td>Sickness</td>
<td>Welby, Marcus</td>
</tr>
<tr>
<td>4/20/2011</td>
<td>CUCR2346</td>
<td>Curtis, Craig</td>
<td>Transportation</td>
<td>Quincy, John</td>
</tr>
<tr>
<td>4/22/2011</td>
<td>SUV6340</td>
<td>Suarez, Vic</td>
<td>Sickness</td>
<td>Nightingale, Florence</td>
</tr>
<tr>
<td>4/21/2011</td>
<td>PEST90700</td>
<td>Petrie, Steve</td>
<td>Sickness</td>
<td>Welker, Julia</td>
</tr>
<tr>
<td>4/21/2011</td>
<td>PFM78450</td>
<td>Pfeiffer, Michael</td>
<td>Child Care Issue</td>
<td>Noah Willy</td>
</tr>
</tbody>
</table>
Strategy 2

Before You Can Heal the Body, You Must Train the Brain.
Correcting Patient Misperceptions

Å Overcome Fear

- 2/3 say negative emotions about going to the clinic outweigh the benefit of keeping the appointment.

Å No Pain ≠ No Problem

- No-show patients focus on short-term symptoms: "When my knees were swollen it was on my mind, but as soon as the swelling went down, I forgot about it."

Å We’re Running a Business Here

- Nearly half of respondents did not know what happens in a clinic if there is a failed appointment.
Have a Conversation...

Â Appointments are NOT Optional.
Â You need to get care if you want to get better.
Â This is a business, so please understand we have to charge a no-show fee when you miss an appointment.
Consistent, Intentional Patient Messaging

In the Office
- Front Office
- Clinician
- Billing
- Front Office

At Home
- Take-home materials
- Newsletter/website
- Billing

Attigo® Therapy
AttigoTherapy.com 1.800.279.8456
Strategy 3

Turn Your Front Desk into the No-Show Reduction Dept.
On Arrival...

Mark each patient as arrived/seen.
Ask how each patient is doing.
If a patient cancels or doesn’t show, call, get the reason and reschedule.
Avoid Using the ‘Little’ Card

- Use a full sheet, not a card.
- Put ALL the appointments on that sheet.
- Automate to avoid mistakes.

Attigo® Therapy
On Departure...

• Go over the reminder list point by point.
• Review key sections (including the no-show policy).
• Be a cheerleader: We want you to come back.
Strategy 4

Adapt your scheduling policies to meet your patient needs.
Scheduling Policies

- Detailed patient intake
- Get new patients in quickly
- Create positive first impression
- Work with referring physician
Schedule Key Events

- Paperwork
- No-show conversation
- You reduce wait times
- You can track completion
- You generate accurate reminders
Strategy 5

Enhance Patient Compliance
With the Care Plan.

Attigo Therapy
Enhance Patient Compliance

Set aside time during visits to emphasize compliance.

Attigo® Therapy
Unique Ways to Enhance Compliance

• Use email to remind patients about their home therapy regimen.
• Reward compliance with a “Patient of the Week” Award.
• Recommend motivational articles/books.
• Always focus on the goal – getting better.
Home Exercise Videos
Strategy 6

Keep the appointment in front of the patient.

McDreamy PT, 1 p.m.
Tues. May 22
Poll Question

How do you remind patients about their upcoming appointments?
Text Reminders

Rehab Appointment
St Joseph Clinic
Monday, June 3
9:00 AM
Reach us at
1-800-889-0450

Attigo® Therapy
Phone/Email Reminders

Attigo Therapy
If you Don’t Automate...

Attigo™ Therapy
What to Say...

• Day/Date/Time
• Directions/Hours
• Reminders should come from the provider when possible.
• Don’t make it too easy to cancel.
• Repeat key reasons for attending the appointment.

Attigo Therapy
Strategy 7

Know the Score.

Attigo® Therapy
Track Statistics

• No-show and cancellation rates (tracked separately)
• Reasons for cancellations and no-shows
• Average patient wait times
• Cancellation and no-show rate by practitioner
Conclusions

1. Understand why your patients are not showing up.
2. Cut no-shows with consistent, intentional messaging.
3. Turn your front desk into the No-Show Reduction Dept.
4. Adapt your scheduling policies to patient needs.
5. Enhance patient compliance.
6. Keep the appointment in front of the patient.
7. Know the score.

Attigo Therapy
Don't Pull Your Hair Out!

Attigo Therapy

AttigoTherapy.com

1.800.279.8456
Or Yell at Your Computer...
Questions
Attigo Therapy

An all-in-one Web-based therapy solution designed to increase profits and enhance revenue.

- Reduce No Shows
- Document More Efficiently
- Accurate Charge Capture
- Reduce Denied Claims
- Manage Your Practice with Data
- Reduce Your Dependence on IT
Scheduling Solution: Attigo Therapy!

- Authorization/referral management
- Check insurance eligibility
- Patient Portal
- Scheduling starts at 19 cents per appt.
Billing Solution

Charges are by-product of documentation
Instantly submit claims
PQRS compatible
Documentation

- No more paper!
- Web-based tool
- Document from anywhere
- Send and receive faxes
Practice Management

• Increase referrals
• Track Your Money
• Patient Portal
Why Attigo?

- The True All-in-one
- ONC-ATCB certified
- No start up, free upgrades and technical support and training, free reminder system
- Backed by 20 years of rehab software expertise
### Financial Benefit Calculator

#### Organizational Details

<table>
<thead>
<tr>
<th>Details</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Monthly Visits</td>
<td>250</td>
</tr>
<tr>
<td>Average Net Revenue Per Visit</td>
<td>$80</td>
</tr>
<tr>
<td>Annual Revenue</td>
<td>$265,200</td>
</tr>
<tr>
<td>Appointment Reminders Used (%)</td>
<td>50%</td>
</tr>
</tbody>
</table>

#### Increased Revenue

<table>
<thead>
<tr>
<th>Details</th>
<th>Monthly</th>
<th>Annual Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>No-Shows Per Month</td>
<td>19%</td>
<td>$9,360</td>
</tr>
<tr>
<td>Claims Denied Per Month</td>
<td>1%</td>
<td>$2,652</td>
</tr>
<tr>
<td>Increase in Monthly Appointments</td>
<td>2%</td>
<td>$5,304</td>
</tr>
<tr>
<td>Increase in Charge Capture</td>
<td>3%</td>
<td>$7,956</td>
</tr>
</tbody>
</table>

#### Reduce Costs

<table>
<thead>
<tr>
<th>Details</th>
<th>Value</th>
<th>Annual Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billing Cost Per Claim</td>
<td>$0.25</td>
<td>$2,028</td>
</tr>
<tr>
<td>Annual Billing and Misc Costs</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Average Cost Per Reminder</td>
<td>$0.35</td>
<td>$546</td>
</tr>
</tbody>
</table>

Calculate

$27,846
Questions

Visit www.attigotherapy.com!
Thank You!

www.AttigoTherapy.com
1.800.279.8456

Attigo™ Therapy