



CASE STUDY



Ingalls Health System implements enterprise patient self-scheduling solution to

**ACQUIRE 12,000+ PATIENTS
AND REDUCE PATIENT LEAKAGE.**

Stericycle Communication Solutions' online self-scheduling platform, InQuicker, enables consumers visiting the Chicago-based health system to schedule healthcare visits online at urgent care centers, laboratory facilities, primary care physician practices, low-acuity cases at emergency departments, and follow-up appointments for ED patients upon discharge.

A recent study by Think With Google states that 61% of healthcare consumers comparison shop at multiple healthcare providers before making a decision on where to access care¹. As health systems look to implement solutions that drive new patient acquisitions and retain current patients, an online patient self-scheduling solution presents an opportunity to:

- Drive new, commercially insured consumers into your system.
- Achieve exceptional patient satisfaction by allowing consumers the control and convenience of scheduling healthcare on their terms.
- Reduce leakage and improve patient retention by facilitating better post-acute care coordination.



The Problem: ***Growing New Patient Volume***

Ingalls Health System, a multi-site health system based in Chicago, IL, partnered with InQuicker starting in 2011 as their enterprise patient self-scheduling solution for the following service lines: laboratory services, urgent care, primary care, occupational medicine, and emergency department. "We wanted to grow volumes in our off-site satellite locations, but most importantly we wanted to connect with people who had not used Ingalls for their healthcare needs previously," said Debra VanScheper, Director of Ingalls Family Care Center.

Consisting of a single 563-bed hospital, 3 well-established satellite ED/diagnostic centers, and multiple occupational medicine clinic locations, Ingalls Health System has seen 12,370 InQuicker patients since 2011. Because their marketing budget was limited, Ingalls saw InQuicker as an opportunity to differentiate themselves from their major competitors—all multi-hospital systems in the Chicago-land area—by giving patients the ability to book appointments online in two clicks for free, without any unnecessary authentication requirements that act as barriers to access.

They started by implementing InQuicker in their ED locations, enabling patients with non-life-threatening conditions to wait at home until their estimated treatment time. Implementation focused on training ED staff, but according to VanScheper, "InQuicker is cloud-based, which made it a good software solution to meet our needs." One of the benefits to InQuicker is the data and analytics reporting provided to all executives at their hospitals. In real-time, all InQuicker partners can see metrics for volume, no show rates, patient satisfaction and have information to calculate payor source, which VanScheper sites as a clear differentiator. Ingalls has seen the following results over a 12-month period as an InQuicker partner.

¹ Think with Google Study — <http://slidesha.re/1ftQT5s>



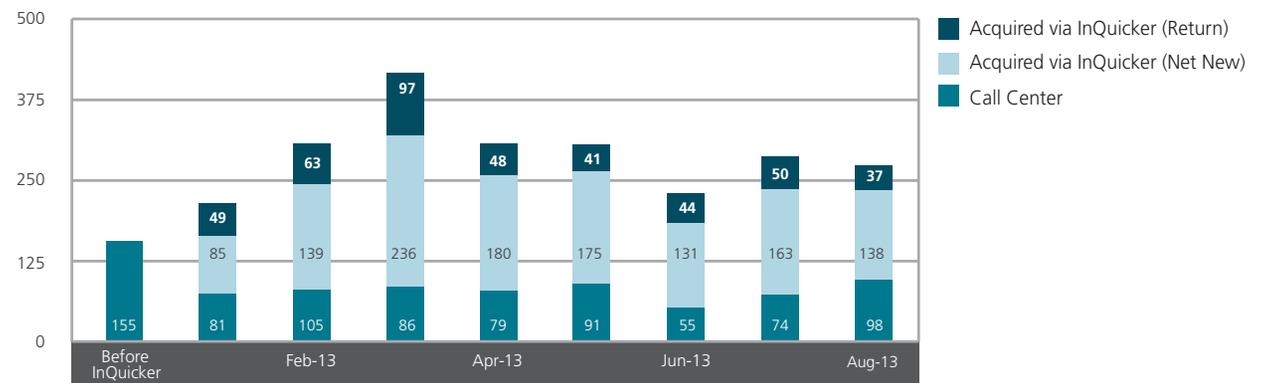


FROM ED TO PHYSICIANS

After successfully implementing InQuicker in their EDs, Ingalls saw the opportunity to continue focusing on their goals of growing patient volume and improving the patient experience, but wanted to add a third objective as well. With 27% of their InQuicker patients indicating that they did not have a primary care physician, the goal was clear: to better connect prospective patients to Ingalls physicians and to start this process by ensuring prompt follow-up care for patients post ED visit. In 2013, Ingalls implemented InQuicker's Hospital Discharge Scheduling™, coordinating patients to schedule follow-up appointments with physicians prior to discharge.

Ingalls again trained their existing staff (no additional staff were necessary) and implemented InQuicker on iPads and workstations on wheels to make it easy for patients to schedule their appointments prior to discharge. Before implementing InQuicker's Hospital Discharge Scheduling™, Ingalls' care coordination strategy was reliant on their call center outreach, along with consumers calling directly to physician's offices to schedule appointments. After utilizing InQuicker as a part of their discharge process, Ingalls saw:

Discharge Scheduling Volume at Chicago-Based Health System



Based on 2012 Health Cost Institute data, the average U.S. patient annual health care expenditure is \$4,701. Since implementation of InQuicker's Hospital Discharge Scheduling™, the Chicago-based health system has nearly doubled the amount of annual patient revenue opportunity captured per month to \$1,377,980.²

Allowing patients to access physician schedules online through InQuicker allowed Ingalls to achieve their goals and more: Call center costs decreased and staff efficiency improved as mobile and desktop technology eliminated phone calls by patients to physician offices and decreased call center volume. Physician satisfaction increased with a reduction in phone calls in traditional "on call" rotations for physicians and specialists.

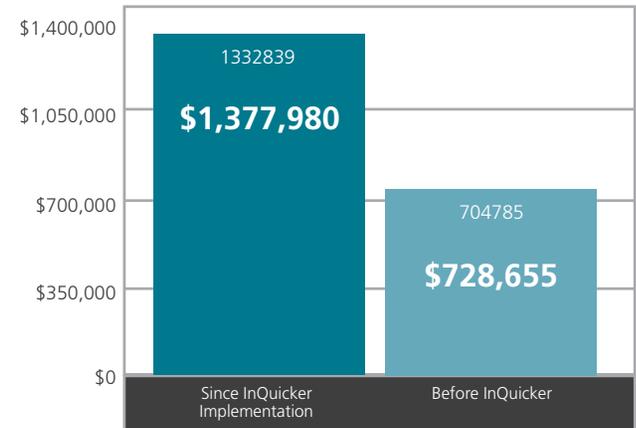


**Moving Forward:
Adding Service Lines**

Ingalls' goals of implementing InQuicker at discharge were to reduce unnecessary utilization of ED service system-wide by coordinating follow up appointments with their physicians and to reduce leakage of patients outside of their system. These objectives were accomplished. But Ingalls' overall goals of growing patient volume and improving the patient experience have also been accomplished due to the implementation of online patient-self scheduling in multiple service lines across their system with InQuicker. "The best advertisement is a great patient experience! We've had a good segment of our InQuicker patients use our services multiple times," VanSchepen said. The system continues to add access points with InQuicker to "complete the continuum of services by providing accessible care at each level of service."

Stericycle Communication Solutions is the only company that offers integrated technology and live agent solutions to create a brand-enhancing, turn-key communications partner. For more information regarding online self-scheduling, please contact us at **866-783-9820**.

**Annual Patient Revenue Opportunity Captured
Monthly Average**



"The best advertisement is a great patient experience! We've had a good segment of our InQuicker patients use our services multiple times"

Debra VanSchepen
Director of Ingalls Family Care Center; Chicago, IL

² Based on Health Cost Institute data on annual average per capita expenditure per commercially insured patient.



To learn more, visit

866.783.9820.

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