



myCare Patient Reactivation and Eye Associates, Ltd.: Better care and increased revenue through proper patient mix and volume

CASE STUDY

The impact of aging patients

Eye Associates, Ltd. in St. Louis, MO, was a busy practice for many years, with staff having to schedule patients at least five months in advance. But as their patients aged, business slowed down, prompting Practice Administrator Anne Pointer to look for ways to attract more patients and help them get the care they need. She considered increasing the practice's marketing efforts, but wanted a faster and more affordable way to get more patients in the door. Her desire for increasing the practice's patient load quickly, while freeing up her doctors to focus on delivering better care led her to engage Eye Care Leaders' myCare Patient Reactivation.

Do-it-yourself patient reactivation vs. myCare Patient Reactivation

Previously, the patient reactivation process at Eye Associates, Ltd. involved staff calling patients 5-7 times before reaching anyone to schedule an appointment.

“While we printed out a list of missed appointments each month and ran recall reports, it was too hard to follow up on each patient for the amount of times it took to reach them.”

Anne Pointer, Practice Administrator, Eye Associates, LTD.

In fact, looking back, Pointer realized that she and her staff never routinely contacted patients in a way that would reactivate them. According to Pointer, “the day-to-day tasks of the practice always pushed it to the back burner.” That's why they turned to patient reactivation professionals they could trust.

EYE ASSOCIATES, LTD.

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RESULTS TO DATE:

Since engaging myCare Patient Reactivation, staff at Eye Associates has seen:

- 130 reactivated patients in 90 days (generating \$65,000 in additional revenue)
- a busier schedule
- freedom to provide better care to patients.

The Results

Better, More Consistent Care

Within the first month of using myCare Patient Reactivation, Eye Associates, Ltd. saw 35 reactivated patients. The practice's mostly elderly patient base appreciated being contacted, as many of them "simply forgot to keep their appointments," says Pointer. Not only does the service increase their patient load, but it also allows staff to provide better care on a regular basis. Rather than patients scheduling an appointment only when they have major vision issues, myCare Patient Reactivation prompts them to come into the office for more consistent care.

Procedural Peace of Mind

The service also has documentation procedures in place that give Eye Associates staff peace of mind that their attempts to track down patients comply fully with HIPAA regulations.

Improved Patient Mix

When working with Eye Associates, Ltd., Eye Care Leaders' myCare Patient Reactivation specialists compile a list of patients with specific diagnosis codes that the practice has not seen for a period of time and who do not have an upcoming appointment. Pointer explains that when calling patients, specialists "explain that they were diagnosed with an issue that requires regular monitoring by a doctor and to please contact our office." Specialists then provide documentation to the practice regarding whom they called and whether patients have moved, decided to continue care with another practice, etc.

"We get reports of patients that were called and those same patients are making appointments, so we know it works. And we only have to pay for patients who keep their appointments."

Anne Pointer, Practice Administrator, Eye Associates, Ltd.

"Our reactivated patients have already thanked us for following up with them. It shows them we care about their vision first and foremost."

*Anne Pointer, Practice Administrator,
Eye Associates, Ltd.*

BETTER CARE AND INCREASED REVENUE

Help your team find the right patients for your practice and bring them back into your office. Your patients will continue to receive great care, and you keep a full schedule.



For more information on myCare Patient Reactivation, call Eye Care Leaders at (855) 685-3292 or visit eyecareleaders.com.

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Our Vision: Your Success.