

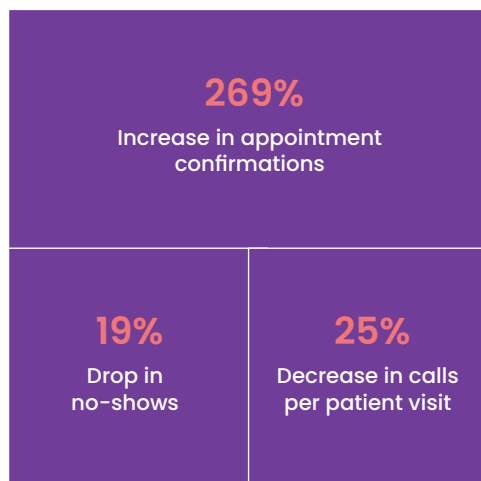
Nonprofit Gets a 269% Increase in Appointment Confirmations Using Artera



2021 marked Sansum Clinic's 100th Anniversary as the oldest and largest independent nonprofit healthcare organization on California's Central Coast.

- 22 locations
- 200 providers
- 30 specialties
- 700,000 patient visits per year

The Results



Complex system, complex needs

Sansum Clinic, a nonprofit healthcare provider in Central California, wanted a better way to communicate with patients. The healthcare network, which has over 200 providers at 22 locations, was using the legacy messaging vendor TeleVox, but it wasn't giving medical staff the flexibility they needed. "It didn't provide a very elegant solution," said Betty Lee, Sansum's Director of Patient Access.

ChatAssist AI vaccine workflow implemented in 24 hours during COVID crisis

Sansum was a complex healthcare organization that had complex needs. They required a communication platform that would integrate with their Epic EHR system and allow them to access and customize the wording of automated messages. Sansum also needed the ability to change the times and dates of when those messages went out since they wanted to customize message timing and wording for each individual medical specialty. Other needs included the capacity to send out a single reminder for complex, multi-part appointments and a two-way messaging system so patients could reply to medical staff.

Feedback and flexibility

The Artera™ platform was a great fit for Sansum's needs. "We liked the ability to work the program ourselves and make adjustments and changes, whereas we couldn't do that before," Lee said. "We had more control over the product and what we send to our patients. Sansum also liked that Artera felt more personal since their patients received messages from the clinic's phone number instead of from an unrecognizable number.



Sansum successfully piloted Artera at Foothill, their most complex clinic which had 41 providers in seven specialties. Within three months of introducing Artera, the no-show rate at Foothill dropped 19%, and the percentage of patients who confirmed their appointments rose from 8.79% to 32.47%—an increase of 269%. The number of calls per patient visit decreased by 25% in every single department. Medical staff found that they had more time to do their jobs. “The project proved itself,” said Lee. Both staff and patients were reporting that they loved the convenience and effectiveness of Artera.

Within just a month of going live, Sansum’s leaders decided to extend their use of Artera throughout the clinic system. Enthusiastic staff members were instrumental in teaching their colleagues to use the Artera platform. “Being able to leverage the staff as champions and cheerleaders has really helped,” said Handy. “The positive reinforcement they hear back from patients when they send selfies or emojis, is really nice for them.”

Artera completely met Sansum’s needs for flexibility and quickly improved their metrics. But the clinic system also gained more intangible benefits: Sansum captured a better sense of their patients’ experience at the clinic, whether it was positive or negative. “This was a way for the patients to tell us ‘We really enjoyed coming to you’ and ‘Thank you for being there,’” Lee said. But even when a patient isn’t satisfied, Lee explained, “They can text as many words as possible to tell us how they really feel. They’re comfortable enough to just type away.”

“We were looking for a more up-to-date patient engagement tool. We needed more timely communication with patients.”

KAREN HANDY

Vice President of Operations,
Sansum Clinic

"It's very user-friendly, it's very intuitive for the user. That's what drew me to Artera."

"Our ability to customize and try things out is greater than we've ever had."

BETTY LEE

Director of Patient Access, Sansum Clinic

The flexibility of Artera gave Sansum the opportunity to address a few ongoing challenges. The clinic plans to experiment with the time frame and wording of messages to keep cancelled appointment slots from going unused. They will also use Artera to help collect insurance information and patient data. "We can

create broadcast messages to make sure our staff has everything they need before the patient walks in the door," Handy said. And finally, Sansum also uses Artera™ to send broadcast reminders to surgical patients to make sure they are clear on their pre-op instructions.

The Results

19%

Drop in
no-shows

269%

Increase in appointment
confirmations

25%

Decrease in calls
per patient visit