

**CHANGE**  
HEALTHCARE

Virtual Front Desk

# Optimize Capacity With Patient Self-Scheduling



# With Change Comes Opportunity

Increasing patient access can have a surprising impact on unlocking unused capacity. In the United States, cancellations and no-shows mean that approximately 20% of healthcare capacity is never used.<sup>1</sup> Unscheduled slots account for an additional 10% of wasted capacity.<sup>2</sup>

Most providers use automated appointment reminders to identify cancellations in advance. They attempt to backfill open slots by calling patients on a waitlist.

Unfortunately, this labor-intensive process is rarely sufficient to maximize utilization—and the cumulative costs are significant. In primary care, the average cost of an unfilled appointment is \$125, which can result in more than \$187,000 of lost revenue per provider per year for a typical practice.<sup>3</sup>

## Improving Patient Access

In this digital age, most healthcare providers have already embraced patient portals—but very few have enabled self-scheduling for new patients. Patients must call providers during business hours to make an appointment, or use an online system to request one.

Despite the widespread problem of unused capacity, many patients are unable to secure an appointment as quickly as they would like. Frustration with lengthy scheduling wait times is one of the top drivers of patient dissatisfaction. In fact, 70% of patients said ease of scheduling appointments is a critical factor in their overall healthcare experience.<sup>4</sup>

## Empowering Satisfied Patients

To attract new patients in a competitive market, providers must simplify the scheduling process. Patient self-scheduling helps fill open schedule slots, maximizing access and capacity while optimizing revenue.

Change Healthcare's Virtual Front Desk solution empowers your patients to take charge of their access to healthcare. This digital portal uses the familiar tools of online retail to give consumers the ability to schedule their own appointments, complete forms online, and check wait times electronically—all components of an outstanding patient experience.

1 Neil Rao, Lisa Foo, and Saum Sutaria, MD. "Revising the Access Imperative," McKinsey & Company, May 2018. <https://healthcare.mckinsey.com/revisiting-access-imperative>

2 Ibid.

3 Parviz Kheirkhah, et al. "Prevalence, Predictors and Economic Consequences of No-Shows." BMC Health Services Research, vol. 16 13. 14, January 2016. doi:10.1186/s12913-015-1243-z. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4714455/>

4 The Deloitte Center for Health Solutions (DCHS). "The Value of Patient Experience: Hospitals With Better Patient-Reported Experience Perform Better Financially," Deloitte Development LLC, 2016. <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/life-sciences-health-care/us-dchs-the-value-of-patient-experience.pdf>

5 Clifford Bleustein, MD, MBA, et al. "Wait Times, Patient Satisfaction Scores, and the Perception of Care," The American Journal of Managed Care, May 20, 2014. <https://www.ajmc.com/journals/issue/2014/2014-vol20-n5/wait-times-patient-satisfaction-scores-and-the-perception-of-care>

# Build Long-Term Loyalty With Convenient Digital Self-Service Tools

Virtual Front Desk simplifies the entire patient access process, helping you deliver outstanding patient-centric care

## Efficient Self-Serve Scheduling

Virtual Front Desk delivers a consumer-style digital experience for superior patient access. Even new patients can quickly schedule their own appointments without signing in, eliminating the need for passwords and user IDs.

Best of all, your practice's open slots are immediately filled, optimizing capacity. As the system requires no staff intervention, your staff can be reallocated to more labor-intensive activities, improving productivity.

Depending on your preferences, the portal can either replace or be integrated with your existing scheduling solution. For practices exploring the benefits of an open access scheduling methodology, the portal offers a more seamless transition.

## Integrated Digital Registration

Traditionally, healthcare practices send new patients numerous forms to complete before their first appointment. Patients must remember to bring these forms with them to the office, and staff members must then digitize their content.

Virtual Front Desk makes the registration process easy and convenient for both patients and your staff. Patients can complete digital registration forms—via cell phone, tablet, or laptop—from the comfort of their home or vehicle.

As the portal integrates with your ADT or practice management system, staff no longer need to spend time processing registration paperwork. Capturing this data digitally also helps eliminate repetitive form-filling—a familiar patient complaint. The portal provides digital document storage so staff can launch and retrieve documents from Virtual Front Desk, print them, or upload them to the EMR via integration or PDF.

## Digital Check-In and Wait Time Monitoring

Research indicates that longer wait times negatively impact patient satisfaction with every aspect of the patient experience, including perceived quality of care.<sup>5</sup>

With Virtual Front Desk, your patients can check wait times on their mobile devices before they leave for their appointment. Proactive wait time monitoring allows patients to reduce the amount of time they spend in your waiting room—a key driver of patient satisfaction.

Once patients arrive, they can check in digitally on either their device or yours. Wait times can also be visualized in your waiting room on monitors, which helps your practice set and manage patient expectations.

**For more information about Virtual Front Desk, call 1-844-217-1199.**



### About Change Healthcare

Change Healthcare is a leading independent healthcare technology company that provides data and analytics-driven solutions to improve clinical, financial and patient engagement outcomes in the U.S. healthcare system. We are a key catalyst of a value-based healthcare system, accelerating the journey toward improved lives and healthier communities.

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