

# From Patient Reminders to Medical Billing: Rescued from the Patient-Reminder Postcard

## A CEO's Journey to Automate Private Practice Operations

Jason W. Miller worked previously as a healthcare consultant for large organizations, so when he began working at Reiter, Hill, Johnson & Nevin (RHJN), a well-respected women's health private practice in the Washington D.C. area, he sought ways to leverage his past experiences to improve operations in his new role. "Our patient population is affluent, educated and career-driven. They expect convenience and a high-level of service," he said.

The multi-physician practice was doing well: growing, loyal patients, and providing great care. As Jason began immersing himself in the back office operations, he quickly saw pain points that could be alleviated for both personnel and patients. "It didn't take me long to realize once I arrived that the way we were doing things before was an untenable situation." So, the CEO began to pursue solutions for patient outreach and engagement that would eliminate the manual processes his staff were going through, while also offering patients more convenience.

### Research Led to Relatient

Under Jason's leadership, RHJN set out to find an automated solution that would address each of their major pain points:

- Inefficient use of staff time dedicated to manual processes that could be automated, especially patient reminder and recall activity. Phone lines being tied up was a frustrating and clunky side effect of this manual process.
- No ability to automate emergency patient messaging in the case of inclement weather or other unexpected events.
- Managing incoming calls while tracking patient return calls was ineffectual and difficult. Occasionally, providers in the practice would complain that their patients were not being communicated with.



### Challenges

- Manual, time-consuming patient calls and postcard reminders
- Inability to send broadcast messages to patients in emergencies or inclement weather
- Inability to collect electronic patient payments

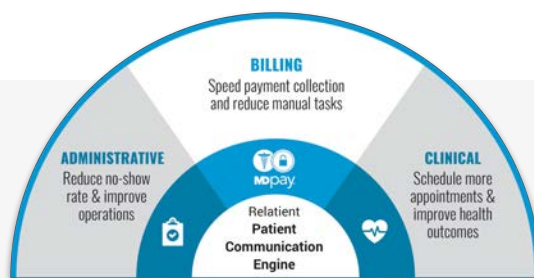
### Solutions

- Appointment Reminders
- On-Demand Messaging
- MDpay™ w/ Patient Balance Messaging

### Results

- Alleviated day-to-day patient reminder and recall activities that were disruptive to operations
- Uptick in patient payments via new desktop and mobile pay options
- Optimized provider care workload through Relatient's open appointment feature

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The CEO and his team began weighing the ROI for various vendor solutions. They sought integration with their EHR system (Greenway), but learned that not all vendors offered a true solution. "We didn't want a report workaround; we wanted a seamless integration. Not an external, stand-alone, silo-ed system," explains the CEO.

This led RHJN to identify Relatient, which not only offered a true integration with Greenway, but also included MDpay™, an electronic payment platform. RHJN was also attracted to Relatient's messaging platform, which promised to give management access to metrics on the performance of their appointment and recall activities, as well as on-demand messaging that could quickly send out patient alerts for appointments, reminders and changes.

## The Ultimate Boon

Less than a year after implementation, Miller said, "Relatient is a huge convenience factor for our patients. They can do everything they need to do by text or email. And, full-time employees are now available to focus on their core job tasks. Relatient has both freed up the billing department and the call center, which can now focus solely on incoming patient calls."

Specifically, the following, measurable outcomes have been realized since automating RHJN's operations:

- **Appointment Reminders** - Relatient's platform **eliminated 200-300 manual calls per day** for the practice, allowing their call system operators to focus on incoming phone calls. Because the practice charges for no-shows/cancellations within 24 hours, the report metrics are highly valuable.
- **Recalls** - Hundreds of postcards and the staff costs associated to manage them (including postage, manually affixing address labels and answering return phone calls) has been eliminated entirely with Relatient.
- **Patient Balance Messaging** - MDpay is being utilized by the patient base at an increasing rate. The practice **collected over \$160,000 in patient payments via text and email within just 3 months**, even receiving over a dozen payments on a Saturday while the clinic was closed.

"Our investment in Relatient's technology reflects well on the practice as an innovator. But not just our hard costs, staff costs are a big factor too. The ability to re-direct staff to higher-value activities doesn't seem like a lot until that option is available to you."

Jason W. Miller, CEO of Reiter, Hill, Johnson & Nevin

Reiter, Hill, Johnson & Nevin is a comprehensive **obstetrics and gynecology** practice located in **Washington, D.C.**. The organization utilizes **Greenway's Prime Suite** for their electronic health record and practice management solution.

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