

Optometry Practice Boosts Recall Visits by 90% with Solutionreach

Summary

Roseville Optometry Associates is located near Sacramento, California, and has been recognized as a leader in patient eye care for over 25 years. Its doctors and staff combine exceptional patient service with the latest technology to meet the eye care needs of their patients. Solutionreach's patient communications tools enabled them to connect better with patients, minimize staff workloads, and offer patients a superior care experience.

Case Study

Alyssa Watley, an optician at Roseville Optometry Associates, knew her patients wanted the option to book their appointments online. When she realized their patient communications software vendor, Solutionreach, offered a self-service tool for patients to easily book visits online, they added SR Schedule to better meet the needs and expectations of their patients for more convenient access.

"We attended a conference and one of the big pushes was stepping up with where the market is going and to serve your patients the best you can," Alyssa explains. "Everybody is already on their phones. If there was a way for them to book their appointments online, they would rather do that than call the office."

The staff at Roseville Optometry Associates used Solutionreach's patient education & newsletter tool to create greater awareness among their patients about their new online scheduling feature. Patients' response was immediate and impressive.

"We sent out the newsletter, and patients booked over 60 exams in two days," says Alyssa. "It was hard to keep up at first. We scheduled 30 appointments in the first hour. But it was awesome!"



Specialty: Optometry
EHR: Compulink Eyecare Advantage



90% more recall appointments scheduled



70% of patients schedule an appointment online



60 exams booked in first two days online scheduling offered

Giving their patients the ability to easily make an appointment online with their smartphone or other device is a top priority for Roseville Optometry Associates' ongoing efforts to deliver the best patient experience possible and improve patient loyalty.

"It's about making the process easier for patients, and SR Schedule is just so convenient for them," Alyssa said. "We've heard such great feedback about how it's easier to get on their cellphones and book appointments for themselves, their kids, or their spouse. Our patients love it."

Because about 70% of their patients book their appointments online, Alyssa and her team have been able to drastically reduce the amount of time spent on the phone each day. Plus, patients are busy and don't have time to call the office to book a visit—the digital option is just so much simpler and it gives them 24/7 access to pick a date and time for an eye exam.

"We were spending a couple hours on the phone every day, but SR Schedule has definitely decreased that," Alyssa said. "It's really helpful to have that software so patients can schedule appointments on their own instead of over the phone."

As a result, Roseville Optometry Associates has also seen a 90% increase in recall appointments booked since offering patients online scheduling. Many of their patients haven't had an eye exam in years to update the prescription on their eyewear and for other routine screenings. Online scheduling has enabled many of these patients to reconnect with their practice to book exams and better protect their vision.

"Once they got that newsletter letting them know they can schedule their own appointment, they've started coming back regularly," Alyssa said. "We're really pleased with the return rate of existing patients."

With more patients coming back for recall appointments and booking more visits online, they've also been better able to keep their daily schedule full, increase their appointment volume, and bring in greater monthly revenue.

"A couple years ago, our schedule was typically not full for the entire day," Alyssa said. "Now that we have SR Schedule, it's a lot easier to fill, so our doctors have appointments in every single slot."

Alyssa and her team agree that Solutionreach's all-in-one patient communications platform has given them the features to keep patients happier, made it easier to get an appointment, and boosted their productivity by reducing phone calls and manual workloads.

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"SR Schedule has been fantastic. The portion of our patient base that has grown in just the past few months has been insane! If practices are looking to grow their appointment volume, we definitely recommend SR Schedule."

— Alyssa Watley,
Optician at Roseville Optometry Associates