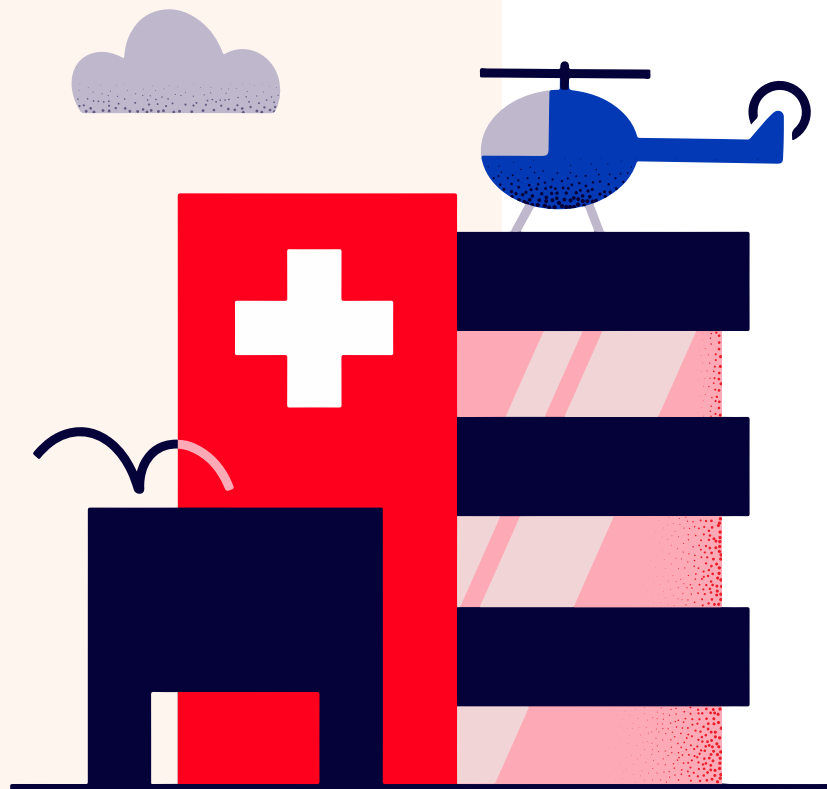


Personalize and optimize appointment outreach

Create scalable, omnichannel experiences
that engages patients on their terms





Overview

Twilio's flexible communication APIs integrate with electronic health records (EHRs) to embed omnichannel appointment management capabilities into regular clinical workflows. Across SMS, voice, email, or video, Twilio is an all-in-one platform for patient communications that can scale with your health organization's evolving needs. Setup and development with Twilio is fast, and proven to recapture revenue while reducing patient leakage.

One of the most critical elements of delivering high-quality healthcare is an efficient scheduling and appointment management process. After care delivery, provider finding and patient scheduling are the two characteristics of a hospital or health system that matter most to healthcare consumers, according to research from [Accenture](#). Long hold times, high no-show rates and the inability to easily schedule, confirm, and cancel appointments creates a bad patient experience and lost revenue for health organizations. Healthcare providers spent \$342.4 million on scheduling in 2020, and are anticipated to increase their investment to as much as [\\$690 million by 2027](#). Adapting to the new normal of hybrid care models means not only leveraging the communication channels your patients already use everyday but also leveraging a platform that will help scale with your health organization's evolving needs. Multi-channel appointment management is proven to increase patient satisfaction and cost-savings. Whether an appointment is in-person or virtual, management consists of communications occurring before, during, and after an appointment.

Best practices for automated and omnichannel appointment management

Reaching patients on the right communication channels is fundamental to creating a patient-centric appointment management experience. Here are four best practices for appointment management.

1) Provide options

Give patients the ability to tell you how to best reach them for all varieties of messages. Some may prefer to receive appointment confirmations via email, while others are more likely to see a text on their phone. Alternatively, voice calls are best for those who are visually impaired or without a mobile phone. Taking all potential preferences into account helps increase delivery and open rates of your messages to reduce no-shows and last minute cancellations.

Operationalizing vaccine access equity

A [Vaccine Collaborative](#) provided vaccine appointment sign-ups through self-scheduling via text and phone, powered by Twilio.

An automated text message asks participants to confirm their medical and city-based eligibility. Individuals then choose their first and second dose appointment time and self-schedule through an IVR. Participants receive automated appointment reminders and post-vaccination information.

5.3x

Twilio ROI

A 10% decrease in no-shows can recapture \$525K*

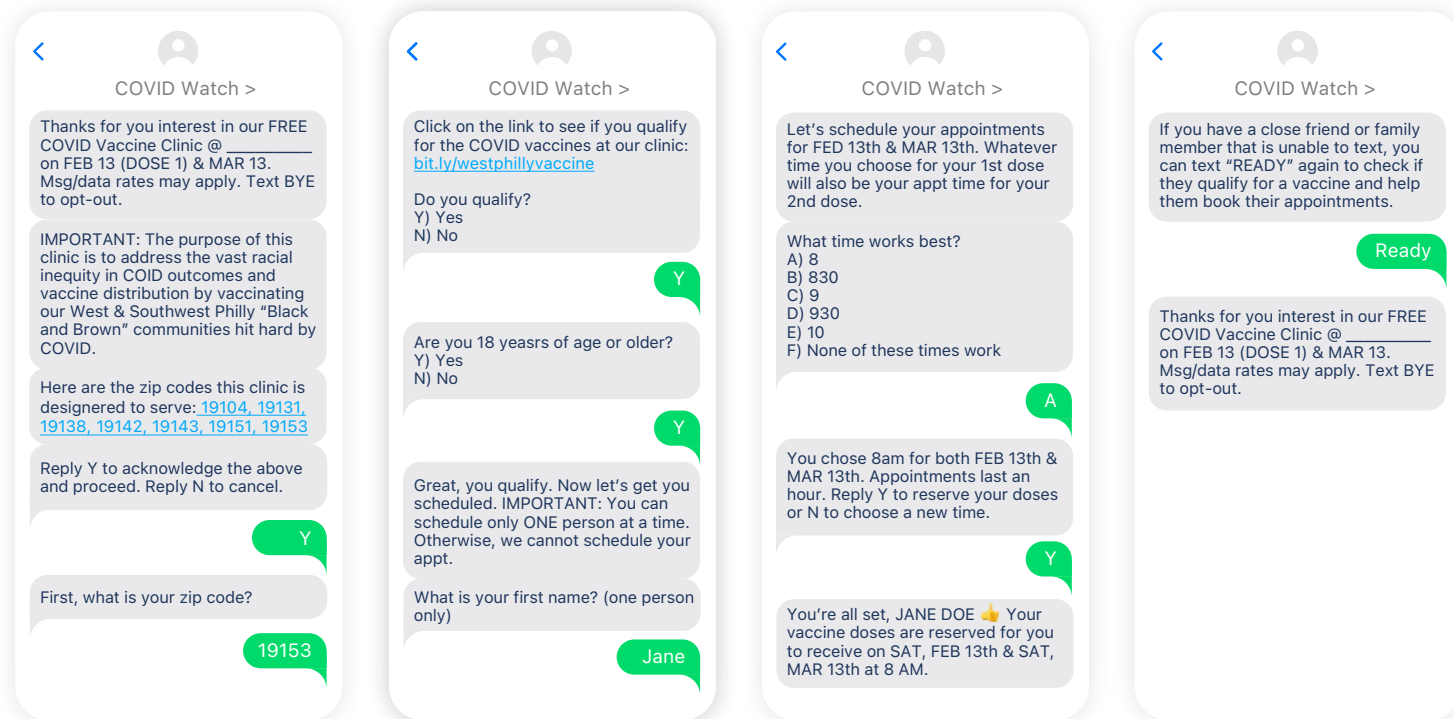
*Data source: Rounded numbers based on data from large privately-held regional provider. All volumes include all appointment types and no-show volumes, 2019-2020.

When appointments are filled, the automated system converts into a wait-list, whereby individuals are either called on the day of a vaccine clinic in the event of no-shows or added to an outbound sign-up campaign for a future clinic. The clinics achieved a net promoter score of 94, with patients reporting ease, organization, efficiency, friendliness, and positivity as highlights of their vaccination experience.

2) Send appointment reminders that allow rescheduling

Not surprisingly, automated appointment reminders reduce no-shows, but it's even more helpful if those communications allow for patients to respond back in case they need to reschedule.

Example text messages from automated sign-up platform



Source: The authors / Merct & Penn Medicine & The Community #VaccineCollaborative NEJM Catalyst (catalyst.nejm.org) © Massachusetts Medical Society

Over-the-phone appointment reminders | St. Luke's University Health Network

In just two weeks, St. Luke's University Health Network built St. Luke's Shot-Line, an automated scheduling and appointment reminder system that lets patients self-schedule their appointments over the phone and receive reminders in the channel of their choice, using Twilio's Programmable Messaging and Voice APIs.

By using Twilio, St. Luke's team can prevent overbooking, and also target segmented audiences based on the data within their system. Patients are targeted based on location, age, language, and other demographics, and then receive an automated message, eliminating the need to wait on hold to speak to a live agent. This also lets St. Luke's improve upon the quality of the data within their system.

St. Luke's use Twilio Lookup to verify if the number it has is a mobile or landline number, reaching 60,000 people daily. In six months, St Luke's administered 320,000 vaccines.

3) Personalize with patient data

In addition to channel preferences for receiving appointment messages, patients also likely have preferred days and times for scheduling appointments in the first place. Use patients' preferences to personalize when you send confirmations, reminder messages, and schedule appointments.

More specifically, machine learning models can be used to intelligently optimize the following use cases:

- Send-time optimization: sending a message at an optimal time
- Frequency optimization: sending the right number of messages to a customer
- Scoring and prioritization: selecting the right message to send
- Channel optimization: sending a message on the channel where the recipient most likely to engage

Providing a whole patient journey | Luma Health

Luma Health's offerings to specialty clinics, community health centers, and health systems include scheduling and communication tools along every step of a patient's journey.

Using Twilio Lookup, Luma Health clients can understand what channels a patient can communicate on. From there, patients receive a variety of communications across their preferred channels, including SMS, voice, email, and WhatsApp, that enable them to book appointments, receive appointment confirmations, prepare for appointments, and receive reminders, leading up to virtual visit, powered by Twilio's Programmable Video API.

Mobile patient intake and feedback gathering helps providers streamline operations. Luma Health also provides data on utilization and capacity to help providers identify best practices and areas for improvement.

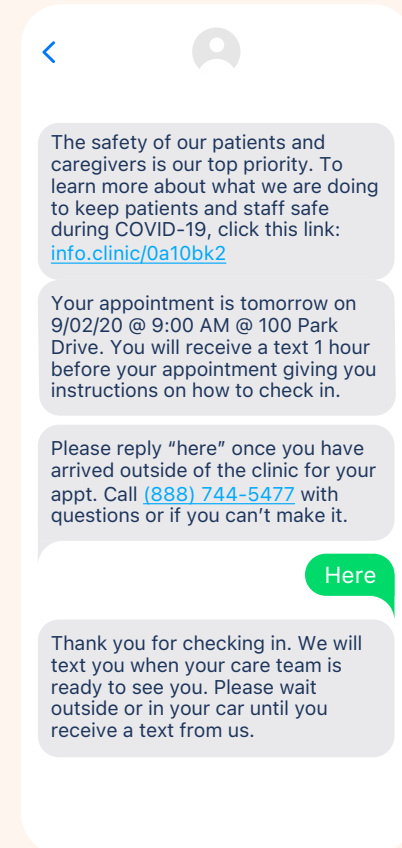
4) Use SMS for time-sensitive, or urgent messages

Nowadays, most patients rely on their smartphone for receiving and sending communications. In fact, SMS is the most preferred channel for receiving time-sensitive messages with an open rate of [98% compared](#) to email's [-17%](#). Use this real-time channel to increase the likelihood of a patient seeing your message before it's too late. For example, send out a text message to alert a patient of any unexpected changes such as when a physician calls in sick and subsequently must cancel their appointments for that day, or if the entrance to your facility is being renovated and requires the patient to park in a different area than they normally would. In either of these examples, it's even better if you can provide the patient the option to change their in-person visit to virtual.

Ensuring patient safety with virtual check-in | Phillips Patient Management

Using Twilio Studio, patient engagement application [Phillips Patient Management](#) was able to build their communication workflows in just six weeks. On the day of an appointment, patients skip the waiting room and instead receive a real-time text notification from the comfort of their personal vehicle when it's their turn to enter the clinician's office. Phillips' virtual check-in helps ensure a seamless and convenient patient experience — with no system logins or application download required — that saves 11 minutes per patient. Clinicians can personalize the content of their messages based on patient data, the type of medical visit or procedure, channel, and language.

Twilio.org, Twilio's social impact division, supports nonprofits, social enterprises, healthcare, and education institutions with Twilio technology and funding. Our team of experts can help you create better patient experiences with digital engagement tools. [Talk to a Twilio.org expert today.](#)



Millions of software developers use Twilio's platform and communication APIs to help businesses build more meaningful relationships with their customers.