

Online Scheduling Scales Digital Care Access

How one multi-state health system expanded digital care access through a unified provider data strategy, leading to significant new patient growth.

Snapshot

- Multi-state health system
- EHR: Epic
- 800+ care sites
- 5000+ providers

70%
of online appointments for new patients

3x
increase in monthly online scheduling average

2,200+
online bookable providers

8,000
call center hours saved



THE GOAL: Develop a Single Source of Truth for Provider Data to Expand Digital Care Access

In order to rapidly expand digital care access for patients, leaders at one large multi-state health system recognized a need to rebuild their directory of 5,000+ providers to create a single, up-to-date repository of the organization's providers, locations, and services. To achieve this, the leadership team focused on three key priorities:

- Developing a single source of truth or “golden record” for each provider, location, and service
- Activating their data to build an enhanced online care access experience
- Broadening digital scheduling options to include as many providers, services, and locations as possible



THE SOLUTION: A Foundational Provider Directory and Consumer-Focused Care Access Experience

This large health system kick-started their digital transformation efforts by leveraging the **Kyruus Connect** provider data management platform to build a centralized data source to serve as the cornerstone of an enhanced consumer experience across their digital properties.

With a “golden record” for each provider in place—and mounting pressure to meet consumer demand for better care access online—the health system accelerated the launch of their enhanced provider directory using Kyruus Health's **Search** and **Schedule** solutions that features a smart-search engine, an array of sorting and filtering options, real-time appointment availability, and a direct scheduling integration to their Epic EHR.

After launching their enhanced directory and integrated scheduling experience, the team also took steps to lay the groundwork for ongoing network efficiencies, leveraging consumer engagement and provider utilization data from the Kyruus Health **Analytics** platform to better understand consumer demand and manage their digital inventory to meet evolving needs.



THE IMPACT: Thousands of Bookable Providers and Services Resulting in Major Increase in Online Scheduling

The health system's initial investment allowed them to curate robust, accurate provider profiles complete with clinical keyword configurations to facilitate the best patient-provider matching online. As a result, they achieved a **94.5% well-configured provider** rate (a key metric Kyruus Health tracks to help customers drive profile quality and conversion) across **2,000+ providers and dozens of specialities**—well above the Kyruus Health customer average.

This dedication to high-quality, actionable provider profiles resulted in a **3x increase** in average monthly appointments scheduled online compared to their previous scheduling experience. The health system now sees over **10,000 appointments** booked online per month, and continues to look for opportunities to expand scheduling to guide consumers to the right care options the first time.

For example, using Kyruus Health's proprietary analytics solution allowed the health system to identify that preventive mammogram appointments were in high demand for consumers but with their current configuration, consumers were getting routed to the wrong type of provider. With this knowledge, they were able to reconfigure and re-route patients to mammogram specific providers or locations to route patients more effectively—resulting in nearly **1,000 mammogram appointments booked online per month**.

What's more, **70%** of all online booked appointments are for **patients new to the health system**, saving an estimated **8,000 hours** of call center agent time year over year by driving patients to self-service and making their online care access experience a key driver for patient acquisition.

Looking ahead, the health system will explore new ways to connect patients to the right care across their payer and provider touchpoints—recognizing the need to reach people wherever they begin their journey with the right information and the right experience.

“To accomplish care access at such a scale required us to have the right buy-in from our cross functional partners within marketing, IT, clinical, and our access center leaders. With this engagement, and our partnership with Kyruus Health, we've been able to hugely improve the consumer experience, scalably expand access to care online, and positively impact our day to day operations—making it easier for our access center team to focus on more complex needs by routing people to self-service whenever possible.”

VP, DIGITAL STRATEGY