

Streamlining Patient Acquisition and Intake to Drive Growth

A Guide to Digital Self Service for Management Services Organizations (MSOs)





How to Implement Digital Self Service with Provider Search, Online Scheduling, and Digital Check-In

Today's consumers expect digital self-service options when interacting with healthcare organizations, just like the online interactions they have in other facets of their lives—including shopping, restaurant reservations, and scheduling a ride share service.

Management Services Organizations (MSOs) have a unique opportunity to not only meet consumer expectations, but to optimize everyday tasks and manual processes with automation. By doing so, they can relieve the administrative burden on employees across the organization's network of practices. At the practice level, this allows employees to focus on higher-value work, ultimately reducing unnecessary costs and achieving better outcomes for both patients and providers. From a corporate perspective, the ability to decrease the collective administrative burden makes the MSO more attractive to prospective practices.

While digital transformation can be complex, this guide breaks it down into a step-by-step approach. Each section in the guide comes with a helpful “crawl, walk, run” progression to help you move at your own pace through this process and scale operations when your MSO and practices are ready. The guide also includes real-world examples of healthcare organizations that have achieved success with each of these capabilities:



**Improved Search
& Patient-Provider
Matching**



**24-Hour Self-Service
Online Consumer
Scheduling**



**Expedited Digital
Patient Intake &
Payment**

Improved Search & Patient-Provider Matching

Create a user-friendly provider directory on your website, enabling an accurate care match for consumers the first time.



Centralized Provider Data Management

Over 80% of consumers visit two or more resources online when searching for care.² Presenting consistent, accurate provider and appointment information across access points is fundamental to guiding patients to the right care. Create a single source of truth for provider data across all member practices to avoid poor patient-provider matches, and even delays in care.

Healthcare organization websites are a top resource for consumers searching for care online.¹ Your care search experience must offer key elements such as clinical keyword search, natural language processing (NLP) capabilities, and the ability to surface an array of care options including providers, locations, and services.

Avoid frustrating consumers with an outdated provider search experience that limits searches to provider name or specialty. Often, the only information patients have is the name of their symptom or condition (or the lay term for it). You can make their search easier if they can enter the few details they have and find accurate care matches to providers in your MSO.

Real-World Results

Inspira Health, with over 1,300 providers, launched an optimized care search experience which improved SEO and traffic to their find-a-provider website. In just six months, organic search traffic increased by 11 percentage points, with almost 60% of traffic to their find-a-provider experience now coming from organic search.³

Improved Search & Patient-Provider Matching

Crawl, Walk, Run Progression



Crawl

Create a user-friendly find care experience on your website that seamlessly matches patients to the appropriate care for their needs.



- Provide an intuitive keyword search experience that allows patients to search by provider name, specialty, symptom, condition, or the lay terms/synonyms.
- Enable filtering of results based on patient priorities, such as the ability to schedule online, provider languages spoken, and insurance plans accepted.
- Ensure your provider directory, provider profiles, and service line pages are search engine optimized to help ensure new patients encounter your online presence first by surfacing higher.

Walk

Expand the array of care options available in the search experience so that patients have a variety of choices when selecting care.



- After implementing the above on your top-level organization website, ensure that each of the individual practice websites (if applicable) are equipped with the above.
- Include Advanced Practice Providers (APPs), such as physician assistants or nurse practitioners, and configure them to rank higher in search results for lower acuity cases.
- Display real-time appointment availability directly from the EHR in search results, allowing consumers to select the most timely and convenient choice for care.

Run

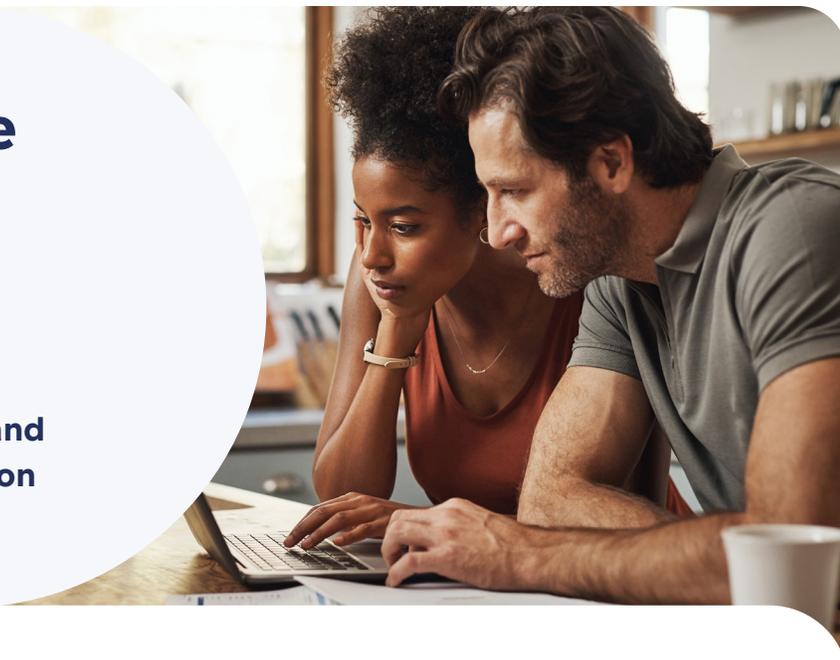
Broaden your online reach so patients can easily find care with your organization—regardless of where they start their search.



- Incorporate care search into a chatbot or virtual assistant on your website so that patients who utilize this tool are seamlessly connected with the information they need.
- Enable staff across all practice locations to support patients with the same intuitive care search experience so that the patient experience is the same whether they call in or go directly to your website.
- Syndicate rich, accurate data to third-party channels such as search engines, health plan directories, and more so that patients who are searching for care on these other sites have a seamless experience.

24-Hour Self-Service Online Consumer Scheduling

Offer online self scheduling to meet consumer demand for convenience and divert call volume so staff can focus on other high-value tasks.



Expand Your Channels

According to a recent study, 50% of patients failed to book an appointment on their first call into a healthcare organization.⁵ Not only does this frustrate patients, but it can also result in additional calls, taking up more time and resources for agents and front desk staff. Offering online scheduling to complement this traditional channel, enables staff members to provide meaningful assistance to those who need it for more complex cases.

Many consumers prefer to schedule healthcare appointments online over other methods. In fact, 80% of millennials scheduled their last appointment online.⁴

In addition, offering online scheduling gives consumers the flexibility to book appointments when it's convenient for them, even if that happens outside of normal business hours when offices or call centers are closed.

Today's medical groups continue to face staff shortages and high call volumes are leaving patients frustrated. Online patient scheduling solutions can help MSOs ease the administrative burden across their organization, offering both current and prospective practices an attractive, time-saving process for handling appointment booking.

Real-World Results

Privia Health, an MSO with over 4,500 providers and over 1,100 practice locations serving more than 5 million patients, upgraded their online search experience and launched online scheduling for over 1,200 providers in order to better serve their patients with more convenient, streamlined access to care.⁶

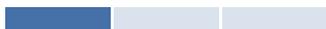
24-Hour Self-Service Online Consumer Scheduling

Crawl, Walk, Run Progression



Crawl

Launch online scheduling with a pre-determined cohort of providers so that you can build momentum and replicate success as you expand.



- Prove the value by starting with a smaller subset. “Championing” success with a smaller group of practices makes it easier to scale online scheduling across the rest of the practices in your MSO.
- Know that 96% of providers say they are interested in online scheduling, however, a major hesitation is that they will lose control over their own schedules.⁷
- Engage providers as stakeholders and get their buy-in during this process, giving them input to build trust and reassurance that they will see the right types of patients and keep their schedule intact.

Walk

Expand online scheduling to additional practices that are the most strategic, such as those that are high growth or most administratively burdened.



- Educate other provider groups about the success seen with your “champion” group providers who are seeing the right patient types on their schedules.
- Continue to implement online scheduling to key practices, such as those that are high growth or most administratively burdened, as you gain their buy-in and reduce their hesitancy.
- Consider adding pre-booking validation questions for certain appointment types that have age, gender, or other restrictions, to ensure that patients are appropriately scheduling care.

Run

Now that your providers have seen success, consider further expanding the options that are available for self scheduling.



- Expand your capabilities to make common services, e.g., labs, immunizations, or others, schedulable online, further meeting consumer demand for convenience.
- Promote these services with a strategically timed marketing campaigns to augment new patient growth and to attract prospective practices.
- Enable patients to schedule appointments with your providers directly from certain third-party sites, such as health plans. Nearly 80% of consumers noted in a recent survey that they would schedule appointments this way if given the option.⁸

Expedited Digital Patient Intake & Payment

Enable patients to check-in and make payments at their convenience, significantly reducing the administrative burden on front desk staff.



Increasing ROI with Digital Patient Intake

Many organizations see as high as 15x ROI after implementing digital check-in.¹⁰ Benefits for MSOs include reduced staff burden, increased time-of-service collections, accurate patient forms and medication lists that automatically update in the EHR, and more. Patients also save time and have an improved experience by having a convenient means to handle necessary paperwork.

Self-service options are top of mind for consumers, with over 85% interested in completing tasks such as providing pre-visit information, making payments, providing insurance information, and confirming coverage through digital self service.⁹ Extend the self-service experience by offering patients the opportunity to complete these tasks before they arrive for their appointment.

Offering patients this option ensures they'll provide the key information you need to deliver high quality care and alleviates administrative staff burden as they no longer need to manually enter this information into the EHR.

Real-World Results

Women's Health Connecticut, a women's health group with over 90 locations and 320 providers that is part of a national MSO, implemented a digital check-in solution to help save their staff time and improve the patient experience. Within a 3-month period, they achieved a 74% patient engagement rate with 62,000 documents uploaded and 38,000 depression screenings administered digitally during the pre-visit workflow.¹¹

Expedited Digital Patient Intake & Payment

Crawl, Walk, Run Progression



Crawl

Launch digital check-in and payment to offer more self-service opportunities to patients and reduce staff burden.



- Capture important patient intake information ahead of the visit, such as medical history and medication lists, freeing up staff from having to manually input this information.
- Update patient charts automatically, saving valuable clinical time during the visit—all integrated with the EHR.
- Increase outstanding balance collection by offering payment options at the time of digital check-in, making it easy for patients to manage payments through a single experience.

Walk

Add custom content into the check-in process, so that patients receive targeted promotions from your organization or practice as they go through the process.



- Promote services like flu shots and preventative screenings to bring awareness to these offerings, especially during your peak season.
- Highlight new locations, services, or providers to keep patients up-to-date on their care options with your organization.
- Surface targeted content that is relevant to specific patient cohorts, based on a variety of different factors such as appointment type or age, e.g., promote mammogram screenings for women over 40.

Run

Expand your digital patient intake capabilities with arrival management—reducing the need for clipboards and manual data entry.



- Allow patients to indicate that they've arrived for their appointment using their personal devices or a provided tablet or kiosk, avoiding a queue at the front desk.
- Enable patients to complete the check-in process digitally if they have not done so already, to further reduce burden on your front desk staff.
- Save front desk staff time and reduce patient wait times, avoiding frustrated patients due to an over-crowded reception area.

Care Access Made Easy: Step-by-Step Guide to Digital Self Service

SEARCH

Crawl

Create a user-friendly find care experience on your website that seamlessly matches patients to the appropriate care for their needs.

Walk

Expand the array of care options available in the search experience to include Advanced Practice Providers (APPs), virtual visits, and more.

Run

Broaden your online reach so patients can easily find care with your organization—regardless of where they start their search.

SCHEDULE

Crawl

Launch online scheduling with a pre-determined cohort of providers so that you can build momentum and replicate success as you expand.

Walk

Expand online scheduling to strategic locations, such as your highest growth or most administratively burdened practices.

Run

Add your most popular appointment types to online scheduling. Once they are live, launch marketing campaigns to attract both patients and prospective practices.

INTAKE

Crawl

Launch digital check-in and payment to offer more self-service opportunities to patients and reduce staff burden.

Walk

Add custom content into the check-in process, so that patients receive targeted promotions from your organization or practice as they go through the process.

Run

Enable patients to indicate that they've arrived at their appointment using their personal devices or a provided tablet/kiosk, avoiding a queue and saving front desk staff time.



For more information about digital self-service solutions for MSOs, visit KyruusHealth.com/MSO.



Sources

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