Increasing patient retention and revenue with referral management

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According to the American Dental Association, it is shocking to know that dentists retain less than 41% of their new patients. A lost patient is lost revenue to the practice. Every new patient can be given a positive experience starting with the appointment scheduling experience. Patients don't really crowd dentists. In fact, 26% believe that their problem is not so important and does not need treatment. 46% can't afford or don't have dental insurance coverage. Given these stats, it is important that when a patient is trying to schedule an appointment, they walk through the process like a breeze. Using software to automate appointment reminders helps aid a positive experience for the patient. Healthcare technology can be leveraged in many aspects, not just appointment scheduling. For referral that comes in from multiple sources (calls, faxes, emails, handwritten referrals) technology can be used to collate them into a single referral pipeline. This enables the physician and dentist to record the referral and data are not lost in transit. Access to patient's relevant health records can help the physician and dentist avoid prescribing repeat tests and scans. Intraoral films, x-rays or digital images can be sent as an electronic attachment to the referral. Referral management software also helps save time in gathering data like referring practice name, patient information, priority, and type of referral. About 15 minutes per patient can be saved by avoiding handwritten referral notes and capturing data electronically. The information on the type of referral, such as Orthodontics, Oral Surgery etc can help the office staff sort out the referrals relevantly. Referral source acquisition and retention solutions enable dental practices to track these referrals to better understand where they are coming from and to optimize these relationships resulting in positive patient experience and increased revenue. In this 30 min session on "Increasing Patient Retention and Revenue with Referral Management", Sujana addresses how a referral management solution simplifies and streamlines the entire referral process from receiving the referral to closing the referral loop, for overall profitability.

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