



Multi-Specialty Provider Group Implements InQuicker to Support Patient Acquisition, Sees 38% Net New Patients in First 30 Days

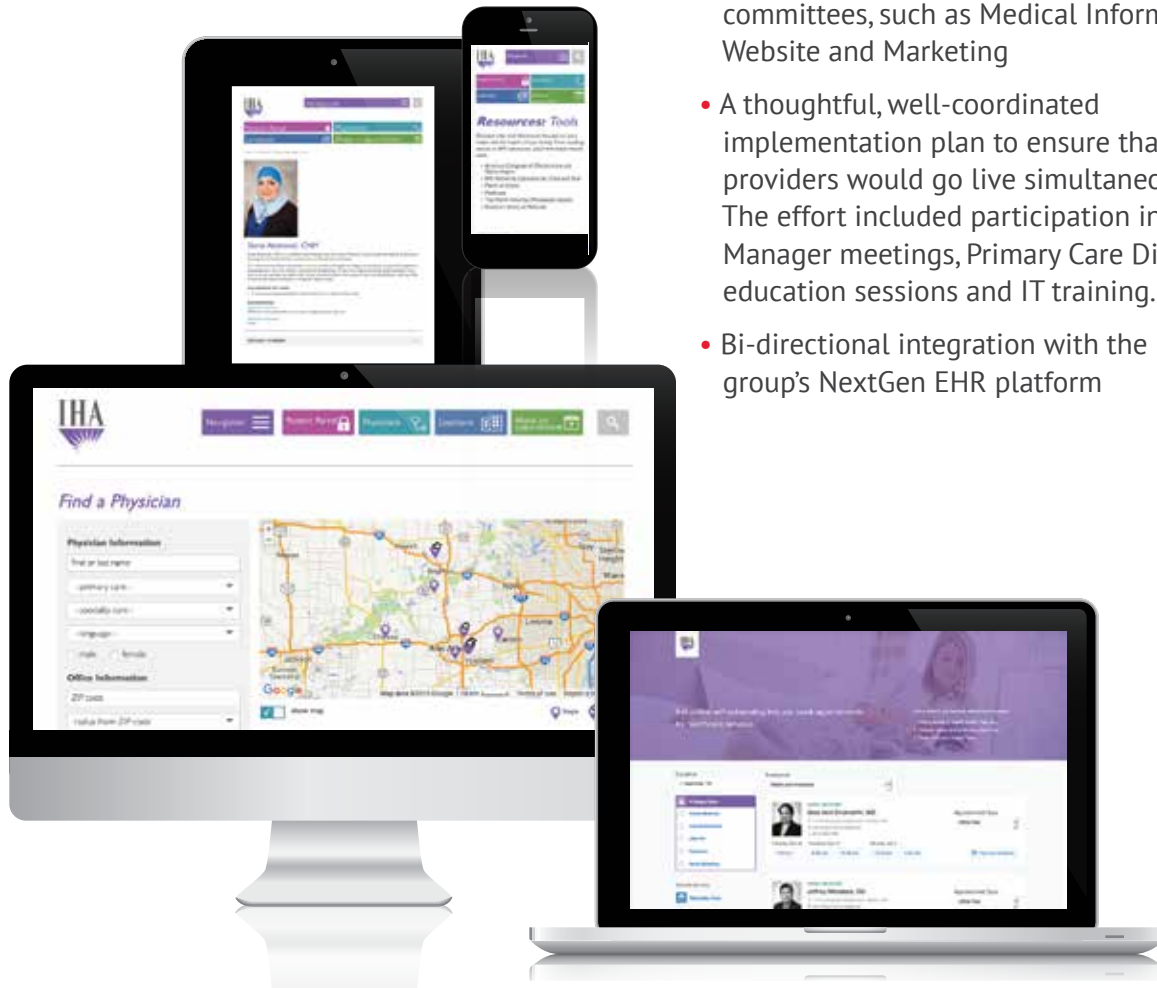
The Situation

IHA, a not-for-profit, multi-specialty medical group located in southeast Michigan, wanted to make the most of 2015's open enrollment period. A key part of the group's strategy was to strengthen its online presence to encourage both the acquisition of new patients and retention of existing patients.

The Solution

IHA made the decision to implement the InQuicker digital self-scheduling solution with 200 providers across 30 of its practices. The effort required:

- Use of a focus group to better understand the needs of potential patients in IHA's market
- Support from influential, provider-led committees, such as Medical Informatics, Website and Marketing
- A thoughtful, well-coordinated implementation plan to ensure that all 200 providers would go live simultaneously. The effort included participation in Practice Manager meetings, Primary Care Divisional education sessions and IT training.
- Bi-directional integration with the provider group's NextGen EHR platform



The Outcome

In the first 30 days after go-live, IHA saw significant use of InQuicker by both new and existing patients. This early success prompted IHA leadership to accelerate plans to add other specialties and services, such as Dermatology and Pediatric Neurology.

“The rapid adoption of InQuicker by current patients, as well as new patients is a clear sign that we’re tapping into something of value,” says Jason Harris, Vice President of Planning & Development at IHA. “Consumers want a real-time, digital access point for IHA services and InQuicker is helping us deliver that.”

The Results

Between IHA’s soft launch at the end of September 2015 and end-of-the-month October 2015:

604

appointments were scheduled via InQuicker.

38%

of these appointments were made by patients who reported being new to IHA.

134

out of IHA’S 200 providers were visited by an InQuicker patient.

91%

of the patients who scheduled appointments via InQuicker said they would recommend the tool.

33%

of appointments were booked on a mobile device.

What Patients Are Saying

“Loved InQuicker. Woke up, kid was sick and it was great. The office wasn’t open, but I had an appointment as soon as they opened.”

“Easier and faster than calling for an appointment. Often can’t get away from work to make a personal call and end up delaying appointments.”

“I’ve worked in a doctor’s office and this the best online scheduler I’ve ever used. Every office should use it to allow patients to schedule online.”

“It was very fast and easy. Perfect for a worried mom in the middle of the night.”

“I was informed instantly of available times, took the reservation and I was done. LOVED it. So quick and efficient.”

“The feedback from patients has been phenomenal,” says Harris. “InQuicker is a great partner. Their entire team is committed to our success.”

To learn more or to schedule a demo, contact us at info@inquicker.com.