

## Ingalls Health System Implements Self-Scheduling Solution Enterprise-Wide to Acquire 12,000+ Patients and Reduce Leakage.



### The Challenge

Ingalls Health System, a multi-site health system based in Chicago, Illinois, was looking for a way to drive patient acquisition at its satellite locations, while simultaneously reducing patient leakage system-wide.

- Emergency Departments
- Urgent Care
- Primary Care
- Occupational Medicine

“ We wanted to grow volumes in our off-site satellite locations, but most importantly we wanted to connect with people who had not used Ingalls for their healthcare needs previously.”

– Debra VanSchepen,  
Director of Ingalls Family Care Center.

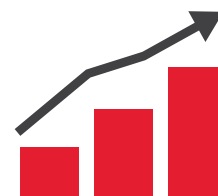
Because Ingalls’ marketing budget was limited, the system saw InQuicker as a means for differentiating itself from its competitors – all multi-hospital systems in the Chicago-land area. Ingalls knew that by giving patients the ability to book appointments online in just two clicks – and for free – it could be a stand-out in a crowded market.

### The Solution

Comprised of a single 563-bed hospital, three well-established satellite ED/diagnostic centers and multiple occupational medicine clinic locations, Ingalls engaged with InQuicker beginning in 2011 and introduced its patient scheduling solution for:

Ingalls began by implementing InQuicker in its EDs, enabling patients with non-life-threatening needs to wait from home for their estimated treatment time.

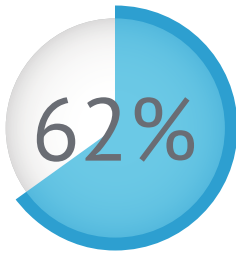
Then, after more than a year of measurable success in its EDs and identification of a third objective for the InQuicker program (helping connect ED patients without a primary care physician to Ingalls physicians at discharge), Ingalls implemented InQuicker’s hospital discharge scheduling across its enterprise.



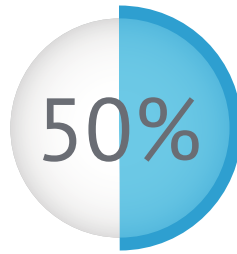
As a part of this implementation, Ingalls trained its existing staff on the easy-to-understand, easy-to-use solution, and made InQuicker available on iPads and workstations-on-wheels – making it simple for patients to schedule their follow-up appointments prior to discharge. Prior to this, Ingalls’ care coordination strategy was reliant on call center outreach, along with consumers calling directly to physicians’ offices to schedule appointments.

## The Outcome

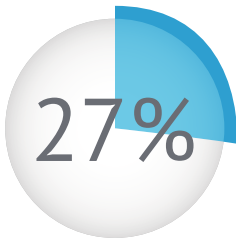
In its EDs, Ingalls saw the following results over a 12-month period with InQuicker:



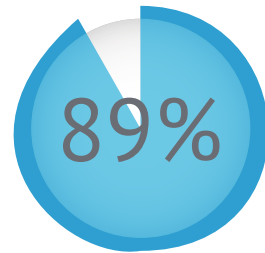
of patients were new to Ingalls Health System.



were acquired as a result of InQuicker's focus on Google and paid search.



did not have a primary care physician, giving Ingalls the opportunity for care coordination post discharge.



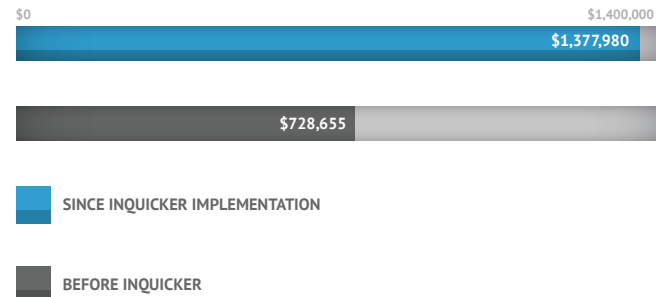
would recommend InQuicker to family or friends.

Using InQuicker enterprise-wide as a part of its discharge process, Ingalls saw:

- An average increase of 102% (or 158 appointments per month over its 2012 monthly average) over three months.
- Nearly double the number of follow-up appointments booked, while decreasing call center costs.

## The Results

Since implementation of InQuicker's hospital discharge scheduling solution, the Chicago-based health system has nearly doubled the amount of annual patient revenue opportunity captured per month to \$1,377,980.



Allowing patients to access physician schedules online through InQuicker allowed Ingalls to achieve its objectives and more:

- Call center costs decreased and staff efficiency improved as mobile and desktop technology reduced phone calls by patients to physician offices and decreased call center volume.
- Physician satisfaction increased with a reduction in phone calls in traditional "on call" rotations for physicians and specialists.

"The best advertisement is a great patient experience! We've had a good segment of our InQuicker patients use our services multiple times," VanScheper said. The system continues to add access points with InQuicker to "complete the continuum of services by providing accessible care at each level of service."