



The healthcare industry is growing more competitive by the day, and patients' expectations are growing more diverse with it. Digital tools and technologies are no longer "nice to have," they are sought out and expected by patients.

Adopting InQuicker was a critical step in meeting your patients' evolving expectations relating to healthcare scheduling and access. And by implementing the following five proven best practices, you can ensure InQuicker is delivering optimal results for you and your patients.



### ACQUIRE EXECUTIVE SPONSORSHIP

- Gain early support from key decision makers, such as a CEO or other business leaders
- Hold regular check-in calls with InQuicker and champions to discuss current best practices

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- Have a quarterly or annual business review to drive greater alignment and ongoing platform success

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### INCORPORATE INQUICKER INTO CLINICAL OPERATIONS

- Designate a clinical champion, such as a charge nurse lead or ER director
- Integrate an online scheduling workflow component into the clinical operations plan
- Provide ongoing training to ensure staff is comfortable promoting online scheduling

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### LEVERAGE DIGITAL MARKETING

- Implement website best practices when placing InQuicker on your site
- Elect a marketing champion to promote online scheduling where applicable
- Utilize Stericycle's managed digital services to attract and convert patients

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### UTILIZE REGULAR REPORTING

- Leverage valuable InQuicker demographic data to support your marketing strategies
- Integrate revenue cycle analytics with InQuicker to view online scheduling ROI over time
- Identify and address potential areas for improvement with patient feedback

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### CREATE AN ENTERPRISE FOOTPRINT

- Launch InQuicker's discharge scheduling to keep more patients in your system
- Take advantage of feature and functionality enhancements to further enhance the basic scheduling solution
- Introduce online scheduling to the entire health system for a more consistent patient experience
- Expand scheduling to multiple points of service, including ER, urgent care, primary care, and specialty services

# 5 WAYS TO OPTIMIZE InQUICKER

The InQuicker online self-scheduling platform is designed to help your healthcare organization keep pace with patients' evolving needs. With regular, data-driven adjustments; staff and executive support; and ongoing targeted marketing efforts, your organization can intuitively enhance InQuicker's ability to drive more, new traffic and boost its overall ROI.

For a deeper dive in how to enhance InQuicker's performance, please reach out to your Account Manager. We are always here to help.