



# HealthPoint Family Care

CASE STUDY

## EXTENSION® HealthPractice™ Improves Staff Efficiency and Customer Satisfaction at HealthPoint Family Care

HealthPoint Family Care is a nonprofit healthcare organization, offering primary medical and dental care to children and adults. HealthPoint provides care through a network of medical offices employing skilled physicians and staff to patients who lack health insurance, or receive coverage through a safety net program.

HealthPoint, which consists of 5 medical and 2 dental practice locations, was in need of a new telephony system. HealthPoint chose to purchase the Cisco Unified Call Manager 7.0 solution because of its seamless integration with EXTENSION, specifically with EXTENSION's HealthPractice solution. HealthPractice integrates with HealthPoint's existing GE Centricity Practice Management (PM) system and will integrate with the GE Centricity EMR once in place. The leadership team at HealthPoint recognized that staff time spent performing tasks that could otherwise be automated by EXTENSION translates to dollars wasted in reduced staff efficiency and patient no-shows.

### EXTENSION's Dynamic Workflow Results

#### Problem:

Appointment reminders may require several attempts before a patient is reached, and on busy days or when they are short on staff, there is not always time to make reminder calls.

#### Problem Solved:

Patients receive appointment reminders via automated Text-to-Speech (TTS), SMS text message, and/or email message. HealthPoint was able to **eliminate .5 Full Time Employees (FTE) with the new EXTENSION system.**

### Company Snapshot HealthPoint Family Care

- Nonprofit organization serving northern Kentucky since 1971
- 5 medical practice locations
- 2 dental practice locations
- Offers services to more than 300 patients each day

*"I really applaud EXTENSION as it relates to the overall implementation; and even more so for the customized Spanish language functionality they developed specifically for us. This functionality is working out wonderfully. And, it was developed and implemented fairly quickly – within a couple of weeks. I was extremely pleased with the EXTENSION project management team."*

– Sally Jordan, Chief Operating Officer

...the time required  
to make appointment  
reminder calls has  
been reduced by

50%



**The EXTENSION HealthPractice appointment reminder feature** was implemented at HealthPoint in response to the significant resources required to confirm patient appointments. EXTENSION HealthPractice was implemented at all 5 medical practice locations and integrated with HealthPoint's 123 Cisco IP phones through a single EXTENSION server-based appliance. The total implementation time – including customization of the solution – was less than 6 weeks.

EXTENSION HealthPractice integrates HealthPoint's GE Centricity PM system and Cisco IP phones; fostering a faster and more effective experience for patients and staff. EXTENSION delivers appointment reminders that allow patients to automatically confirm or cancel, and dial-back a HealthPoint call center

operator to reschedule, if necessary. The automated dial back feature is critical for patient rescheduling and retention. When a patient uses the dial-back functionality, their demographic information populates on the Cisco IP phone for the call center operator to view even before he or she answers the call. The PM system is automatically updated based on the outcome of the call. Before EXTENSION, HealthPoint devoted a full-time employee to scheduling and making appointment reminder calls. After EXTENSION, the time required to make appointment reminder calls has been reduced by 50%, allowing operators to receive more live incoming calls, which is key to patient satisfaction and the overall health of the practice.

*HealthPoint is also soon implementing the automated appointment reminder, welcome message, and clinical wellness message features to both dental practice locations which use the Dentrix Practice Management (PM) system.*

HealthPoint can now track the appointment reminders EXTENSION delivers to determine whether a patient answered the phone, or when an appointment was confirmed or canceled. HealthPoint can also tailor messages to meet their specific needs. For example, messages can be customized to remind patients to bring their medications or to fast prior to their appointment.

HealthPoint is one of the rare providers in the community that employs Spanish-speaking staff members to better serve their patient population. Nearly 25% of HealthPoint's patient population speaks Spanish. EXTENSION collaborated with HealthPoint to quickly develop a customized appointment reminder solution in the Spanish language. Custom messaging options, such as the Spanish version for non-English speaking patients, and tracking processes allow HealthPoint to personalize, and better manage their patient communications.

### Future Enhancements at HealthPoint Family Care

HealthPoint has included the EXTENSION HealthPractice 'New Patient Welcome Message' feature on their near-term roadmap and expects to implement this once their EMR is in place. Additionally, HealthPoint will soon send automated 'Clinical Wellness Messages' to patients for preventative care. An example message could remind a patient to schedule their yearly physical.

HealthPoint is also soon implementing the automated appointment reminder, welcome message, and clinical wellness message features to both dental practice locations which use the Dentrix Practice Management (PM) system.

### About EXTENSION, INC

EXTENSION, INC. is the developer of the patent-pending EXTENSION® Solution Suite (ESS). The EXTENSION suite of software expands Cisco Unified Communications (UC) into a clinical workflow tool automating notifications using all modern messaging platforms, including Cisco's award-winning IP Phones. EXTENSION tightly integrates any HL7- based application with Cisco Advanced UC, using standards-based protocols. EXTENSION has recently earned the 'Cisco Collaboration Partner of the Year for the US/Canada'.

### Contact Us

Contact us today to find out more information on the full range of EXTENSION solutions for healthcare.

**OpenTheRedBox.com**  
**877.207.3753**  
**information@ext-inc.com**