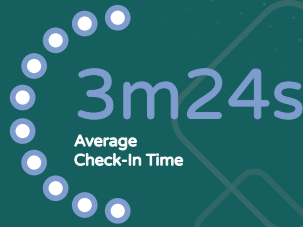


## Kiosks Increase Upfront Payments &amp; Reduce Costs for CAO



“We’ve saved on the cost of adding more staff to the front desk, reducing our number of front desk staff altogether and repurposing them elsewhere.”

Sonali Parry

CAO Division 28 Therapy Director

Centers for Advanced Orthopaedics (CAO) Division 28 provides exemplary care to over 6,000 patients per month across their surgery and physical therapy centers. The practice puts patients first, providing state-of-the-art experiences and treatment. This mentality led CAO Division 28 to look to automated and self-service technology to reduce staffing strains and enhance patient access to care. Sonali Parry, CAO Therapy Director, shares the impact, “We’ve saved on the cost of adding more staff to the front desk, reducing our number of front desk staff altogether and repurposing them elsewhere.”

### Challenge:

Across locations, CAO Division 28 was looking to go digital to reduce inefficiencies at the front desk. Parry shares, “There is a high turnover rate for front desk staff and a lot of responsibility for that position, which can make or break your practice.”

In her role as CAO Therapy Director, Parry was looking for ways to improve productivity without increasing costs. She continues, “I noticed certain breakdowns at the front desk, and I knew we needed a change.”

She shares, “I saw the value that self-service and automated solutions could bring to our staff and patients. A kiosk always arrives on time and asks for payment, privately at every check-in. It’s reliable and with patients coming in every half hour for their appointments that reliability is key.”

### Solution:

CAO implemented Clearwave Registration, Multi-Factor Eligibility™ verification and Communications to streamline practice efficiency and profitability, while providing a best-in-class patient experience. This switch helped the practice increase point-of-service collections, improve productivity and keep patient appointments on track without having to hire additional staff.

Parry highlights, “Clearwave is there, checking in patients and collecting payments every day. When someone calls out sick, we can still operate and keep patient appointments on time, we don’t have to have someone come in to work overtime.”

CAO Division 28 sees 99% patient adoption of their self-registration kiosks and average check-in times of a little over three minutes. Parry shares, “We live in a fast-paced area, patients want to get in and out. Tailoring our registration workflows was imperative to getting patients to their providers faster. We took out unnecessary questions to streamline the returning patient process. Now they just sign in, pay and get right to their doctor.”

As an Occupational Therapist herself, Sonali Parry shares how they used technology to improve patient experiences, “As a provider, it drove me nuts that patients would have to repeat a lot of their paperwork before seeing us, especially because most of our patients come in multiple times a week. It was a huge patient complaint, and now it’s one we no longer get. Eliminating that double work has been a huge win.”

With patients making payments quickly and privately at the kiosk, CAO drives consistent monthly co-pay collection rates of 72%. Parry shares, “Being able to collect upfront payments is a big benefit. It’s impactful that we’re able to take payments in a way that’s automatic, private and digital. No one’s paying by cash or check and our practice gets paid faster. We’re increasing payments and I’m seeing an increase in the number of people leaving a credit card on file, which helps speed up the collections process even further.”

She shares why removing staff from the payment process is key, “At the kiosk, the patient’s balance will automatically show up, including co-pays and past-due. Staff aren’t telling patients what they owe, it’s not embarrassing for either party and it’s all done behind a screen. Patients can simply review what’s due and make their payment.”

Customized check-in questionnaires help CAO Division 28 stay on top of insurance challenges. Parry says, “It’s not uncommon for patients to accidentally put in their private insurance when coming in for a work injury. But, because we can ask about work injuries during self-registration, we can reflect on patient responses and catch any insurance mix-ups ahead of time. This has been very helpful!”

CAO Division 28 also implemented Clearwave Reminders, Messaging and Two-Way Texting to further reduce staffing strains. Parry highlights, “It’s been helpful to send out

automated messages to patients when a therapist calls out sick, versus having the front desk call every patient. Even if somebody calls late saying they can't come to work the next day, I can just send out a message to all their patients with one click. This has helped ensure that patients don't show up at 7 AM the next day waiting to see their therapist."

She goes on, "The fact that patients can communicate back to us with two-way-texting is great as well because again, it's all fast. People don't have to wait on hold or speak to someone over the phone."

Of the transition, Parry says she wasn't alone, "With Clearwave, we've never been left to figure it out on our own. If we had a challenge, we got an immediate response from their support team. The support Clearwave provides has had a huge impact on CAO and me."

## Results:

- 99% Self-Registration Adoption
- 3m24s Average Check-In Time
- 72% Co-Pay Collection Rate

## About Clearwave

Clearwave is the Patient Revenue Platform™ for High-Growth Practices. Clearwave provides a purpose-built platform turbo-charged to enable practices to grow revenue, increase point-of-service collections and accelerate patient acquisition and retention. Specialty healthcare practices use Clearwave to enhance patient self-scheduling, streamline patient registration and intake, automate patient communications and create true financial transparency for both patient and practice alike through real-time, multi-factor eligibility™ verification. At the core, Clearwave is committed to superior client onboarding and ongoing client success with an unsurpassed client-partner relationship through clearwaveCARE. Unlock your practice's growth potential with Clearwave today, [www.clearwaveinc.com](http://www.clearwaveinc.com).



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