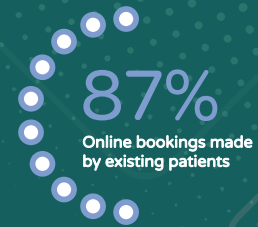
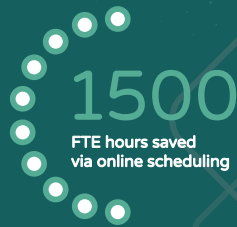


CASE STUDY

Marietta Eye Saves 1,500 FTE Hours with Smart Scheduling from Clearwave



“I’ve seen what other vendors offer and they just don’t have the level of customization that Clearwave Scheduling provides, which is what we truly need. Other vendors simply can’t stand up to what we have with Clearwave.”

Dustin Bostwick

Sr. Marketing & Communications Manager | Marietta Eye Clinic

With 13 locations across the metro-Atlanta area, Marietta Eye Clinic sees thousands of patients every month for all types of vision services, from routine eye exams to complex implant surgery. With 32 doctors seeing a range of appointment types, scheduling management can get complex. Marietta Eye Clinic turned to online scheduling to reduce call center staffing burdens while providing patients with the booking access they require.

Dustin Bostwick, Senior Marketing & Communications Manager at Marietta Eye explains how call volume impacts operations, “We wanted to take some of the pressure off our call center agents. With so many locations and high-frequency call times, like Mondays or end-of-year periods, the volume is overwhelming. Implementing a tool that could offload some of that burden was crucial.”

Challenge:

Marietta Eye was looking to both reduce the strain on call center agents while also providing patients with a 24/7 scheduling option outside of regular office hours. Bostwick recalls, “We knew patients preferred the flexibility to schedule on their own time. Giving them this option directly on our website helps us address that need.”

Bostwick shares added benefits, “An online scheduling tool is a great asset to have at the forefront of our website. It helps us boost acquisition after hours or on weekends, which in turn eases the workload on our call center teams.”

To keep up with modern patient demands and competition, Marietta Eye launched Clearwave Scheduling. With familiarity around Clearwave’s Registration and Eligibility solutions, Marietta Eye’s leadership felt confident in their choice to expand the partnership.

Scheduling Solution:

Migrating a portion of phone traffic over to their online scheduler helps Marietta Eye keep staff workloads manageable. Bostwick shares an example of the daily impact, “For instance, Mondays used to be overwhelming. Now in

just one day alone we’ve seen upwards of 87 appointments scheduled directly by patients online. If you estimate each booking at five minutes per call, then we’ve already saved over 7 hours.”

Bostwick continues, “What surprised me when we first went live was that patients immediately started using the tool. I didn’t know what to expect at the time, but to see a large number of bookings right off the bat and that number continues to grow has been great.”

Today, Marietta Eye’s doctors see consistently full schedules, while staffing burdens around scheduling management have dropped significantly. In just one year, Marietta Eye Clinic saw over 18,000 appointments made online, saving their scheduling employees around 1,500 hours, given that same five-minute per call estimate.

Bostwick compares Marietta Eye’s success to what he’s seen other practices offer, “Patients really do like the ability to book appointments in real time. Other practices may say they offer something like this, but in reality, it’s really just a form. Request-only scheduling doesn’t solve the staffing problem, it just creates more work on the back end, and it’s frustrating for patients to wait to be called back. I am glad we can offer our patients a scheduling tool that they find helpful!”

Bostwick goes on, “Having the cancellation and rescheduling options in our reminders further reduces staff workloads around booking management and gives patients the control they want.”

Every month, 87% of online bookings are made by existing patients, while about 13% are made by new patients. Additionally, 28% of online bookings are made after hours. This high adoption by new and existing patients has helped the practice stay competitive and keep schedules full. Bostwick shares how the practice continues to foster high adoption, “We use our website, reminders, social media and even our phone tree to encourage online bookings, and most of our patients have become accustomed to it.”

Marietta Eye's ability to customize scheduling workflows ensures they can meet provider requirements and provide seamless patient experiences. Bostwick shares the approach, "Initially, we opened online scheduling for routine exams. As we started to see the success of the tool, we started adding in other appointment types, incorporating more doctors and removing some of the initial barriers we put in."

Going on he says, "We used to avoid letting patients book day-of appointments, but as we've gotten more familiar with the tool and leveraged Clearwave's guidance, we have now opened up those same-day slots and seen no issues."

Clearwave Scheduling's versatility was essential to managing various appointment types and meeting both routine and specialized booking needs. Bostwick highlights the doctor's feedback, "Of course, we've had a couple of doctors that are picky with their booking requirements, so the customization we're allowed with Clearwave has helped us meet their needs or put in necessary barriers. The vast majority of our doctors are utilizing Clearwave Scheduling and we don't see negative feedback from them."

Bostwick discusses next steps, "We're constantly adding more appointment types and simplifying processes for patients. Clearwave's guidance has been instrumental from the start of our initial implementation and now as we continue to enhance our workflows."

Comparing Clearwave Scheduling to other vendors, Bostwick shares, "I've seen what other vendors offer and they just don't have the level of customization that Clearwave provides, which is what we truly need. Being a part of the initial implementation of Clearwave, I can easily see that while other vendors may offer some options, their tools simply won't stand up to what we have today."

Results:

- 18,284 Online bookings made in one year
- 1,500 FTE hours saved by reducing phone bookings
- 13% Online bookings made by new patients
- 87% Online bookings made by existing patients
- 28% Online bookings made after hours

About Clearwave

Specialty practices choose Clearwave to optimize staffing, accelerate revenue and enhance patient experiences. Through our Patient-Led Self-Service Platform—offering scheduling, registration, clinical intake, communications, payments and multi-factor eligibility™ verification—you can enhance practice productivity day in, and day out. Clearwave extends PMS/EMR capabilities to reduce staffing strains while helping you put patients first and reduce profit leaks. With a commitment to innovation and superior client success, you can trust Clearwave to help you navigate the evolving healthcare landscape. Enhance productivity and patient experiences with Clearwave's patient-powered solutions today, www.clearwaveinc.com.