

CASE STUDY

Spire Practices Improve Patient Access & Drop Call Center Training Time by 86%



“Providing patients with online access to book the right provider has been a major advantage, but the biggest game-changer has been the ability to onboard call agents in just three days, instead of several weeks. This timeline has been critical, especially in a department that could see high turnover.”

Samantha Sinatra | Vice President of Operations
Orthopaedic Associates of Manhasset, a Spire Practice

Spire Orthopedic Partners is a physician-owned, physician-led organization that partners with market-leading orthopedic practices in the Northeast, most of which have served their communities for over 30 years. At its core, Spire's mission is to help their partners compete, grow and thrive in a changing healthcare landscape.

To support practices in scaling operations and elevating patient engagement, Spire partnered with Clearwave. This collaboration allows Spire to support their partners with proven solutions that create operational efficiencies and top-line patient experiences.

Andrew Vieira, Vice President of Clinical Applications at Spire, highlights the organization's mission, “Orthopedics is a complex specialty with many nuances and sub-specialties within it. Each requires its own set of unique skills and the call center's ability to match the appropriate specialist to the patient's problem is a complex process.”

Going on he shares, “Clearwave Call Center has helped us bridge this gap and provide the level of care we seek to achieve at Spire. Clearwave's flexibility, customizations and understanding of our needs as an organization to provide such care has been essential to the success of our partnership with them.”

Samantha Sinatra, Vice President of Operations at Orthopaedic Associates of Manhasset (OAM), a Spire practice, shares her experience, “Spire brought Clearwave to our attention and for us it was all about finding a solution that would make the booking process as seamless as possible for patients, whether they book online, over the phone or even same day.”

Challenge:

Practices across the nation continue to face workforce strains while staffing costs are on the rise and physician reimbursement rates are declining. Spire's unique partnership model centers around helping their orthopedic practice partners overcome these ongoing challenges. By supporting

the implementation of Clearwave Eligibility, Registration and Scheduling, Spire ensures that their partners have the foundations they need to book more patients and get them to their orthopedic physician faster — all while optimizing operational processes.

For OAM specifically, the practice was looking to reduce call center training times, streamline patient access and improve booking accuracy. Sinatra says, “When looking for a Scheduling and Call Center solution, finding something that would improve physician satisfaction was equally as important as patient satisfaction. We pride ourselves in delivering unparalleled orthopedic care, and we strive to treat every patient with the utmost individualized care as possible.”

Sinatra highlights the challenges they face, “In orthopedics, we see a full array of patients and appointment types. Every doctor has their own booking nuances including specifics for patient age, ailment or accepted insurance. These nuances have always created challenges for call center agent recruitment and training.”

Sinatra goes on, “Getting new call center agents up to speed fast enough to manage call volume was a real challenge.” With ramp-up time for new agents taking 3-4 weeks, OAM needed a solution to streamline the learning curve so new agents could help manage the high number of calls that come in every day.

Solution:

Today, many Spire Partners have launched Clearwave Eligibility, Scheduling and/or Registration. Across practices, the results have been impactful, including average check-in times of under 90 seconds with 92% of patients adopting self-registration kiosks, getting those orthopedic patients to their providers with ease.

With Spire's guidance, OAM focused on patient access, implementing Clearwave Call Center and Scheduling.

In just one year, OAM saw over 4,600 appointments self-booked by patients online, saving their call center employees around 192 hours, given a two and a half minute per call estimate. Additionally, their call center agents booked over 25,000 appointments in one year, while dropping agent training time by 86%, going from 21 days down to just 3.

Sinatra notes, “New agents used to take three to four weeks to get fully ramped up to take calls on their own. Now, in just three days, they’re confidently handling calls and getting appointments booked correctly.” Going on she shares, “The system is very user-friendly for our agents, which supports their quick adoption.”

She continues, “When we make a change in the Call Center solution, we don’t have to retrain the agents, because they’re still following the algorithm step by step with the patient. We love that the solution can easily evolve with us. It’s great knowing that workflows can be ever changing in the background while agents are still ramped and ready to go.”

OAM has reached their goals quickly, Sinatra shares, “Our patient visit volume has gone up substantially compared to the prior year. There are always a lot of reasons for that growth, but I think part of it comes down to booking access. Patients can book on our website 24/7 and be seen the next day or they can call in and get booked quickly.”

Clearwave’s Scheduling analytics also provide valuable insights, revealing that nearly 50% of patients schedule online, after hours. This insight led OAM to expand call center hours, further improving patient access. Additionally, 84% of online bookings are self-scheduled by existing patients, while about 16% are made by new patients and 30% are made for last-minute appointments.

With Clearwave, OAM ensures that patients get the quick care they need and appointments are scheduled according to physician preferences, no matter who’s making the booking. Sinatra highlights, “Physician criticism regarding how patients are scheduled have decreased substantially. Patients are booked with the right provider quickly, and scheduling errors have decreased significantly.”

Leveraging smart workflow logic has been imperative to their success. Sinatra says, “Our physicians treat a full array of orthopedic issues, and each has their own preferences. Clearwave’s solution is very easy and customizable, and their implementation team was super helpful in navigating our scheduling barriers and nuances as they came up.”

Sinatra touches on the benefit of eligibility checks during booking, “Enabling patients to review and update their insurance during the booking definitely saves time for our front desk teams prior to appointments.”

Sinatra and the OAM team continue to work together with Clearwave and Spire to help other partner practices build seamless scheduling workflows to replicate their success. Of the experience overall, Sinatra says, “Providing patients with online access to book the right provider has been a major advantage, but the biggest game-changer has been the ability to onboard call agents in just three days, instead of several weeks. This timeline has been critical, especially in a department that could see high turnover.”

Scheduling Results:

- 86% Decrease in agent training time
- ~25k Appointments booked via Call Center / year
- 22% New patient bookings via Call Center
- 33% Last-minute bookings via Call Center
- ~4,656 Online bookings made per year
- 192 Hours saved/year by reducing phone bookings
- 50% Online bookings made after hours
- 16% Online bookings made by new patients
- 84% Online bookings made by existing patients

Spire Partner Practice Registration Results:

- 92% Patient adoption of kiosks
- 1m11s Average check-in time
- 69% Average co-pay collection rate

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.

