

INTRODUCTION

Tallman Eye wanted to improve the patient registration and check-in process within each of their clinics and desired a more efficient use of human resources within the company. Accomplishing this would allow Tallman Eye to offer better patient care and increase company revenue.

PROBLEM

How to improve the effectiveness of the patient registration at Tallman Eye clinics, get patients to see the providers more quickly, increase the number and accuracy of patient demographic updates and improve the overall patient experience.

SOLUTION

Tallman installed 11 Clearwave self-service patient registration kiosks across 5 Tallman Eye clinics in 2014, with the goal to establish a more efficient self registration system and, in the process, collect and update patient demographics. Several key measures were put in place in order to evaluate the overall effectiveness of the program including:

- % of patients using the kiosks
- Insurance eligibility verified
- Number of updates to patient demographics
- Average patient check-in time

From November 2014 onwards, the % of patients using the self-service check-in kiosks is above 94% across the 5 trial sites. This figure is in excess of the 85% usage experienced across all Clearwave customers. As the kiosks are dual language, over 18% of those patients that utilize the service use them in Spanish.

Within the Tallman Eye group, the % of patients that have active insurance verified at the kiosks was consistently over 90% from the period of August 2014 through to January 2015. Across all Clearwave customers, the average is approximately 85%. 38,000 demographic changes were recorded by patients at the self-service kiosks in the 4 months leading up to the end of 2014. These updates were recorded automatically in the system with no intervention from staff. The average check-in time has dramatically been reduced from approximately 21 minutes to just under 3 minutes.

RESULTS

The following advantages have also been observed through the use of the kiosks:

- Patient consents are always asked per applicable visit through the kiosk logic resulting in less paper use and better compliance.
- There is almost never a line at the registration desk.
- A custom question, utilized at the Lawrence and Salem locations, was asked based on symptoms patient reported at the kiosk and their insurance coverage.
- Meaningful Use answered accurately by asking patients at kiosk and updating into Medinformatix.
- Patients can now review all demographics and insurance fields required at the kiosk and make direct updates to Medinformatix. Eligibility team reviews/makes updates as needed before billing sends out a claim.
- Eligibility reviews all patient check-ins the day of the appointment. The Front Desk reviews notes made by eligibility and collects any additional data needed from patients.
- Call center now also verifying health insurance eligibility and re-scheduling patients with inactive insurance.
- Patient Referral Source is tracked by asking all patients at kiosk this question once a year.
- Patients are asked if they are interested in contact lens options at the kiosk. Resulting in an increase in contact lens purchases.

Based on these findings the installation of the Clearwave self-service patient registration kiosks at Tallman Eye Clinic has had tremendous effects and proved to be an excellent solution for patient registration and check-in.

“The introduction of Clearwave has represented a paradigm shift within our Practice. Prior to Clearwave, we struggled with getting good quality information from our patients and producing clean claims - this has changed dramatically. We have become a the model of business efficiency!”

- Dr. Wayne H. Persutte, Ph.D., M.S., FACHE, CMPE, COE
Chief Executive Officer, Tallman Eye Associates