

Rocking Patient Engagement in Little Rock

The Challenge

PrimeCARE Medical Clinic, a multi-specialty practice in the northern suburbs of Little Rock, Arkansas, was looking for ways to better engage patients, from booking through every stage of the patient's experience of care.

The Solution

After a careful search, PrimeCARE chose healow CHECK-IN™, which works seamlessly with their existing eClinicalWorks EHR and eClinicalMessenger® to capture previsit information and streamline office workflows.

The Results

Based on 10,000 patient visits using healow CHECK-IN, PrimeCARE saw a reduction of 10 minutes in the average patient visit time, an 8% reduction in no-shows, and a 70% increase in patient satisfaction scores.

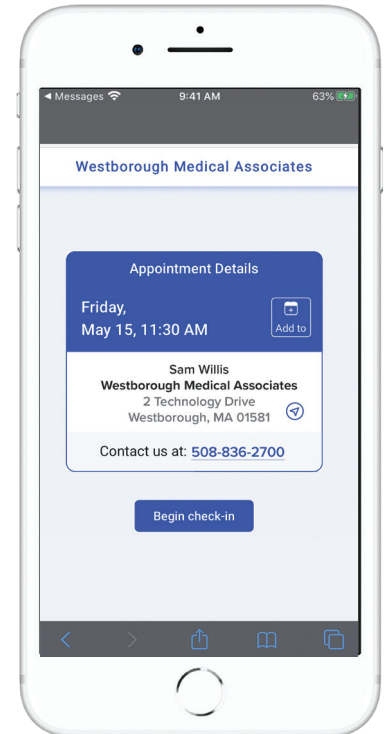
healow CHECK-IN helps finetune PrimeCARE Medical Clinic

When you're serving the public in Little Rock, Arkansas — the largest city in the state and home to major hospitals and dozens of outstanding medical providers — you need the best possible tools to attract and satisfy patients.

PrimeCARE Medical Clinic has been succeeding with the eClinicalWorks® EHR/PM solution since 2003. They now operate four clinics in the northern suburbs of Little Rock, offering primary care,



Tyler Gentry, Director of Business Development



Patients have the option of the healow contactless check-in with their smartphone.

internal medicine, urgent care, pediatrics, and mental health counseling.

But the practice was looking to fine tune their Patient Engagement. Tyler Gentry, Director of Business Development, said the clinic was looking for three things in a patient check-in and engagement solution. It found them all with healow CHECK-IN.



The first thing was that check-in paperwork would be significantly lightened. Less writing, less transcribing, less printing — all of those things that we really can't stand to do anyway! And healow CHECK-IN allowed us to obtain up-to-date information, including reliable phone numbers, to better serve our guests.

— Tyler Gentry, Director of Business Development

Three measures of engagement success

“The first thing was that check-in paperwork would be significantly lightened,” Gentry said. “Less writing, less transcribing, less printing — all of those things that we really can't stand to do anyway! And healow CHECK-IN allowed us to obtain up-to-date information, including reliable phone numbers, to better serve our guests.

“The second thing was that contactless check-in enters information directly into eCW. Our patients can choose their place of comfort to check in and allow us to do the rest instead of them standing in line at reception. Most of the information we need can be submitted ahead of time.

“The third thing is that we were able to utilize the questionnaire features that are available within the healow CHECK-IN process in eCW,” he continued.



PrimeCARE operates four clinics in the northern suburbs of Little Rock.

After 10,000 visits with healow CHECK-IN

After a seamless integration and 10,000 patient visits using healow CHECK-IN, PrimeCARE was able to quantify their success in three ways:

- The average patient visit was reduced by **10 minutes** overall by making the previsit process more efficient without sacrificing the duration or quality of the encounter.
- The no-show rate, something that many practices seek to minimize, was reduced by **8%**.
- Cumulative patient satisfaction scores improved by **70%** in all areas measured.

Gentry said PrimeCARE has long used faxing, electronic prescribing, and many other features available in eClinicalWorks to provide patients with a more efficient and holistic experience of care. Now, with healow CHECK-IN, they have even more to offer, including better ways to capture patient demographics, a contactless check-in option, and reduced waiting times.

“And, by mapping questionnaires specifically to these visit types, we were able to properly screen patients while also gathering the necessary medical information that we need to aid in our chart capture.”