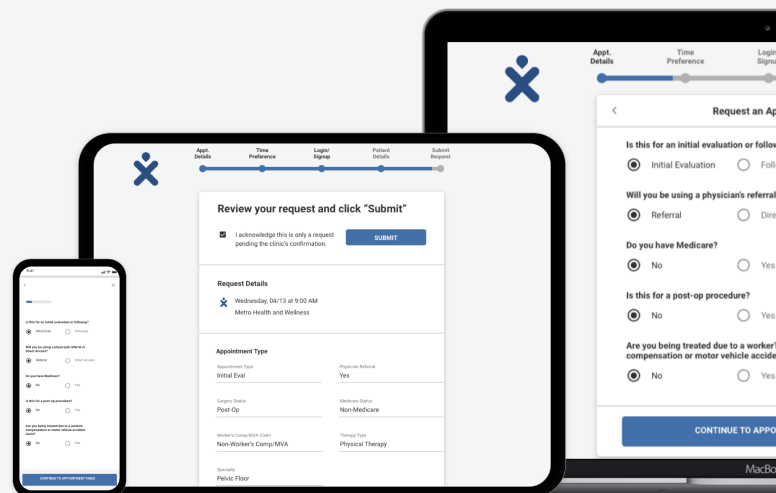


235% Growth in Appointments

Guide to facilitating healthcare access through digital calls to action



Purpose

Demonstrate the quantitative and qualitative benefits of applying best practices in optimizing BetterPT's *BetterScheduling* and *BetterTelehealth* products across an enterprise physical therapy practice.

Background

The enterprise customer is an outpatient orthopedic physical and occupational therapy company with 84 locations throughout New York, New Jersey, and Pennsylvania serving as a medical resource to local communities. The customer deployed and utilized two non-integrated BetterPT products, *BetterScheduling* and *BetterTelehealth*, to 72 clinics from January 1 through December 31, 2020 alongside their EMR.

The customer chose not to integrate BetterPT with their EMR in order to allow appointment requests based on the needs of the patient. The customer chose to prioritize accommodating patients' timing requests and therefore chose to use the non-integrated model. Using the non-integrated product allows patients to request an appointment that best fits their schedule, rather than limit them to available slots on physical therapists' calendars.

If their front office was unable to accommodate an in-clinic visit on the requested date and time, the customer would offer treatment via a video appointment on *BetterTelehealth*.

Situation

The customer needed to understand their patient pipeline (i.e. how patients found their practice and set up appointments), the efficiency of the pipeline conversion (i.e. leads turning into appointments), and insights as to where they should focus to improve the company conversion rate.

Key Takeaways

By following BetterPT best practices for optimizing *BetterScheduling* and *BetterTelehealth*, the customer confirmed a baseline for their digital channels, realized significant improvements in key metrics, established priorities for digital engagement, and saved time for both their patients and front office staff.

“Moving to the BetterPT platform made it efficient from a marketing standpoint by providing a strong call to action. It gave me the ability to see how the platform can be used as a lead generation tool to acquire more patients online. I truly value the insights I receive from BetterPT regarding the performance of every digital channel we use, user behavior, trends, and conversion analysis.”

Chief Marketing Officer

Approach

- The customer added Call to Actions (CTAs) with tracking tags to their company, clinic websites, and media where potential patients were exposed to their brand including social media properties, email, newsletters, and brochures with QR codes.
- BetterPT collected appointment booking flow, website sessions, and referral data to establish key performance indicators (KPIs) and baseline conversion rates for each of the customer's clinic.
- BetterPT tracked and shared the conversion rate for each channel that drove traffic to the customer's websites to determine which ones were the most effective in converting into appointments.

Conclusion

Over the course of the year, with the channel tracking and conversion data, the customer was able to identify and optimize multiple sources for acquiring new patients. Clinic appointment rates combined with BetterPT's booking flow analysis enabled the customer to re-allocate their resources and marketing spend on the best performing channels.

Example: Company receiving 100 leads and 23 appointments per month

Results: 54 more appointments representing a 235% increase

	Patient Leads	Patient Appointments
Baseline	100	23
Improved Leads	286	66
Improved Conversions	286	77

Results

23%

Average (i.e. baseline) conversion rate across all digital channels

186%

Growth of digital channels providing appointment leads

17%

Overall conversion improvement from reallocating resources to "Google My Business" channel (27% conversion rate vs 23% baseline)

45%

Percentage of leads (or appointments) that were made off-hours

157%

Increase in the number of clinics receiving those leads

327

Number of hours the front desk saved by using *BetterScheduling* to intake appointment requests