



A **KGiSL** Enterprise



## APPOINTMENT SCHEDULING SERVICE

*The smart way to increase your revenues*

**ROBUST | PROFITABLE | STREAMLINED**



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## Client Profile:

- Our client is an American dermatology practice management company with a strong foothold in Florida
- The practice management company has 27 providers in 16 offices serving over 150,000 patients
- They offer the full spectrum of dermatologic services, including clinical, surgical, and cosmetic, for adults and children

## Requirement:

- The practice management company was facing staff turnaround and existing staff were fully occupied in attending to inundated call volumes
- The client wanted to partner with an appointment scheduling company that would handle Spanish and English callers
- The practice approached KGiSL to provide appointment scheduling services for their end clients (providers)

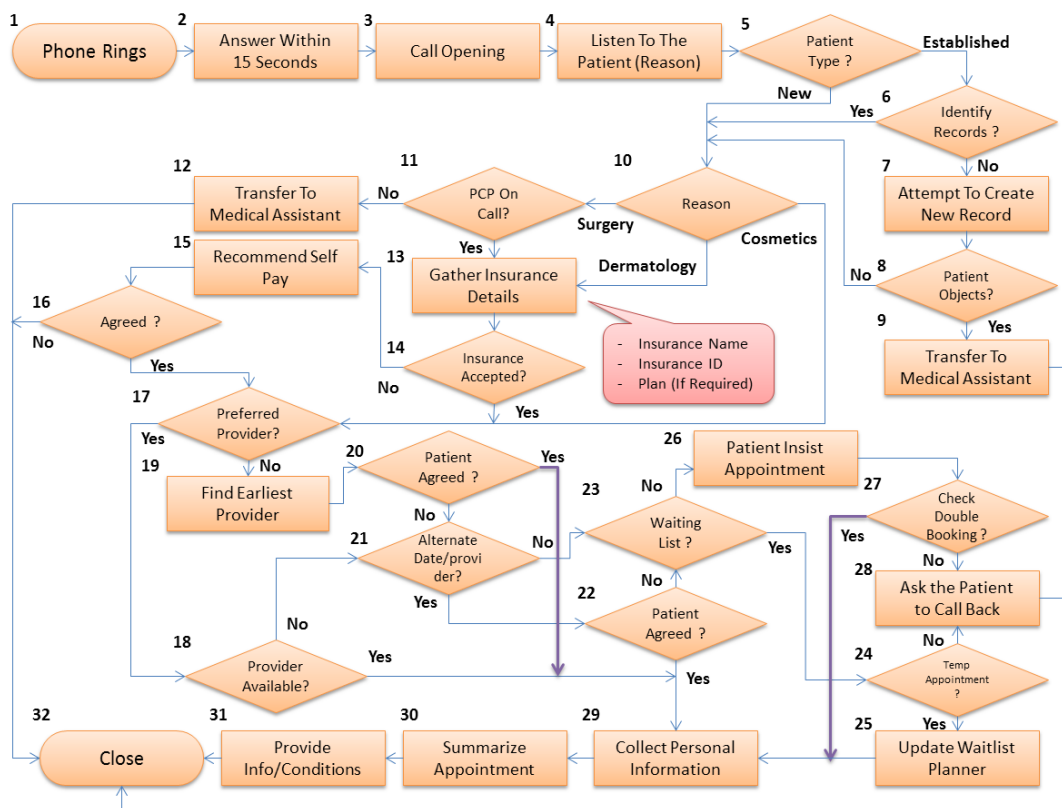
## How we helped this client?

We proposed a streamlined process of in taking the scheduling work for their end client practices in batches enabling them to better serve patients.

- We setup a centralized appointment scheduling operations for this client in our Belize facility initially with five bilingual (Spanish and English) Appointment Setters
- With the intake of additional practices each month, seamless support is offered to the client with an easily scalable operation
- KGiSL being a provider of both software services and healthcare services, we identified potential areas of automation and developed a web based call tracking software enabling operational efficiency
- When someone calls the doctor's local phone number, the call gets automatically forwarded to our toll free number and we had set up an IVR to avoid missed calls
- The phone calls were answered representing the doctor's practice
- Patient appointments were confirmed 24 hours ahead to avoid no shows
- Missed appointments were converted by constant follow-ups / reminder calls to patients
- Follow ups with established idle patients to improve appointments
- Providing seamless support to the client including analytics and reporting to effectively manage the practices



## Call Flow – Appointment Setting



## Results:

- Established KPI metrics to measure scheduling performance
- Effective handling of the front-desk offered competitive advantage in establishing the practice at two additional locations
- Offered centralized appointment scheduling to all five practice locations
- Quickly and flexibly scaled the operations based on seasonal inflow of calls. Added a second virtual assistant within an year to handle the increase in call volume (I/B & O/B)
- Provided 100% seamless service (supported by a shadow resource during absenteeism and breaks) and managed by a dedicated Account Manager
- Handled over 60000 calls per year
- Decreased missed calls rate from 26% to <1% post implementation of IVR(Interactive voice response) process and improved patient service levels
- Reduced no-shows by 12%
- Checkouts increased by 94%

The impact we had on Doctor's practice and the patient experience, the business continues to expand.

