

HOW MESSAGING DROVE MORE PATIENTS INTO PRACTICE

Peak Vision Clinic, now with two locations in Portland and Tualatin, Oregon, has history in the community dating back to the 1940s. There are many patients who return unprompted each year. **Keely Hoban, OD, FAAO**, wanted an effective way to capture those who were not returning for their needed eye care services when she and her husband **Bryan Hoban** acquired the practice about four years ago.

They were looking for a way to promote growth with a smart business and marketing solution that offered a solid return on their investment. They chose to join a pilot program for ABB Verify to achieve their goal of improving their capture rate of patients who were falling through the cracks and not getting scheduled.

Verify integrated with their practice management system (PMS) and could help patients use their unused insurance benefits through messaging reminders. That trial run left such a mark that Dr. Hoban signed up for ABB Verify Complete after the pilot was done.

Messages lead to appointments

Dr. Hoban and her team have been tracking the impact that Verify has on the business, and the results are impressive. "Our on-line scheduling software tracks where patients are finding us—whether it's through our website directly, through the reminder emails or through their insurance company portal," says Dr. Hoban. "And a lot of the patients who are scheduling online are clicking on the reminder emails." The emails also

generate phone calls, often leading to more appointments scheduled.

As the patient volume increases, Dr. Hoban bumped up the number of doctor days across the two practice locations by 50%. Previously, there were eight doctor days/week. Now, patients can access care on 12 doctor days/week.

Best of all, they have not had to increase their staff overhead, even as the practices grew. Instead, the additional

the practice's PMS—automatically checks vision care eligibility for scheduled appointments. It can also gather plan authorization information when needed. This allows staff to spend more time with patients, and patients are less confused about their eligibility, which can lead to increased sales.

"The messaging system is helping us bring back patients to the practice with available unused benefits," says



Dr. Hoban

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profit has been reinvested into the practice in several ways, including purchasing new equipment.

Staff and practice benefits

The impact of the Verify insurance verification has been an added and much-appreciated bonus, as it was not the initial goal for this practice in signing up. "Verify has done a phenomenal job of making our practice and staff more efficient," she says. "The ability to use Verify to check vision care eligibility frees up our staff to keep their focus on patient care."

Verify—when integrated with

Dr. Hoban. "With a focus on growing our practice, Verify is an easy way to drive more people to the practice all while making our team members' jobs easier."

Bryan Hoban says that they found Verify as a smart choice to maximize their money with a limited marketing budget. It does the job they expected and more, as Verify continues to deliver. **PA**



The doctors at Peak Vision Clinic (l-r): Dave Carkner, OD; Emily Bee, OD; Dr. Hoban; and Serena Cox, OD

