CCD HEALTH
a GeBBS Healthcare Company

CASE STUDY

# **REDUCING PATIENT NO-SHOWS** WITH CCD'S (A GeBBS HEALTHCARE COMPANY) PREDICTIVE MODEL

**70%**
Reduction in Predicted Cancellations

**+50,000**
Patients served annually

**25%**
Increase in resource utilization

## Overview

Our client faced a significant challenge with high patient no-shows, reaching a rate of **9.4%.** This negatively impacted operational efficiency, increased costs, and overall patient care and satisfaction. Implementing our advanced predictive model, this healthcare organization substantially improved patient scheduling, resulting in a **70%** reduction in predicted cancellations and over **$300,000** in cost savings across seven locations.

# Background

Our client, a leading healthcare network with 20 locations across the country, was dealing with:

- An alarmingly high no-show rate of **9.4%**.
- Significant uncaptured revenue.
- Inefficient resource utilization.

These issues had a huge negative impact in financial outcomes and patient care quality.

# Goals

- Reduce the no-show rate by predicting patient cancellations.
- Increase operational efficiency and optimize resource utilization. Improve
- patient experience through more consistent appointment attendance.

# Solution: CCD's (A GeBBS Healthcare Company) Predictive No-Show Model Implementation

We implemented our proprietary no-show predictive model to tackle this challenge head-on:

- **Advanced patient risk assessment:** Using machine learning to identify high-risk patients likely to miss appointments.
- **Data-driven optimization:** Applied model outcomes to derive innovative scheduling tactics.
- **Targeted intervention strategies:** Developed personalized approaches for high-risk patients.

## The data outcome enables Scheduling Optimization tactics:

**Targeted Patient Outreach**

- Target specific patient segments.
- Design outbound programs to bring in more patients.
- Higher patient CVR%.

**Upselling Modalities**

- Optimize contact center resources.
- Optimize your healthcare center resources.
- Effective campaigns for cross selling and upselling modalities powered by data.

## Optimization examples:

**Targeted Confirmation Campaigns**


**Strategic Scheduling**

## Results

**70% reduction in predicted cancellations:** Focusing on the patients identified by our model helped our client successfully reduce 70% of the potential no-shows.

**Improved resource utilization:** Staff scheduling, facility management, and overall operational efficiency improved, allowing the client to better allocate resources and reduce downtime.

| | |
|---|---|
| Average appointment duration | **30 minutes** |
| Number of additional -effective- appointments generated | **16** |

**$300,000+ in cost savings:** No-shows reduction led to $300,000 in cost savings across just seven locations within the first six months of implementation.

**Enhanced patient experience and appointment adherence:** Through timely reminders and rescheduling options.

## Key Takeaways

- **Data-driven decision making:** Predictive modeling allows the client to make decisions based on data, leading to more effective scheduling strategies and interventions.
- **Scalable solution:** Implemented across seven locations effectively demonstrates the solution's scalability.
- **Positive financial impact:** The substantial cost savings highlight the financial benefits of addressing no-shows through advanced predictive analytics.

## Conclusion

Our predictive no-show model provided a strategic advantage to this healthcare organization, helping them tackle one of the most persistent challenges in healthcare as shown in the substantial cost savings, improved operational efficiency and patient care.

## Next Steps

**Expansion to additional locations:** To maximize impact of our ML-based solution.

Based on the success in the initial 7 locations, we can project:

- **Total annual cost savings:** Approximately $857,000 across all 20 locations.
- **Improved patient care:** Potential to serve an additional 50,000 patients annually.
- **Operational efficiency:** 25% increase in overall resource utilization.

**Integration with other operational processes:** To increase operational efficiency across the entire organization.

**Continuous improvement:** Regularly update and refine the predictive model based on new data and evolving patient behavior trends.

## Client Testimonial

*"The implementation of this predictive model has been transformative. We've seen significant financial benefits and marked improvement in patient satisfaction and care delivery. It's a game-changer for our entire network."*

***Chief Operations Officer***

CCD
By GeBBS