

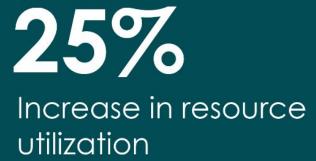
### **CASE STUDY**

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

70% Reduction in Predicted Cancellations

## +50,000

Patients served annually



### 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. **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

**Upselling Modalities** 

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

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

Optimization examples:

### 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:



**Targeted Confirmation Campaigns** 



### 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.



### 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.

\$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.

### 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** 

