Successful Patient Recall Strategies

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Why focus on preventive care?

Preventive care pays well.
Preventive care fills your schedule.

You can't recall children for an ear infection they are going to get in three weeks. Any open slots you have in your appointment book cost you money. Idle physicians are dangerous!

Why focus on preventive care?
Preventive care expands your value to the customer.

Right now, to many of your families, a visit to your practice is worth the price of a copay. Preventive care is your chance to re-establish the relationships you have with your patients and return to being the Trusted Messenger and provide a true Medical Home.

With HDHPs and Minute Clinics on the rise, this is more important than ever.
Why focus on preventive care?

Preventive care is a P4P measure.

Already, well visit rates and chronic disease management measurements are being used as P4P measurements in every state. You don't have a choice.
Why focus on preventive care?

- Preventive care pays well.
- Preventive care fills your schedule.
- Preventive care expands your value to the customer.
- Preventive care is a P4P measure.
Why focus on preventive care?

Preventive care is good for your patients.

How many instances of scoliosis, hearing disability, vision problems, eating disorders, family violence, or the dozens of other developmental issues have you spotted during well visits during your career?

How many times have you spotted something and said to yourself, “I wish this patient had come in last year...”
How Am I Doing Now?

Year:
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016

Values:
- 2.31
- 2.38
- 2.28
- 2.25
- 2.16
- 2.23
- 2.01
- 1.99
- 1.95
- 1.82
- 1.72
- 1.68
- 1.62
What Are Effective Tools?

John S. Smith, DDS
Custom Imprinted Up to 5 Lines
28 Spaces Per Line
Order From SmileMakers
123-456-7890

RETURN SERVICE REQUESTED

dental

care

JUST A FRIENDLY REMINDER...
It’s time for your professional teeth cleaning and oral health examination. Call our office now for your appointment.
What Are Effective Tools?
What Are Effective Tools?
What Are Effective Tools?
## Secrets Used By Real Practices

You can't recall them all – so, pick the lowest hanging fruit.

<table>
<thead>
<tr>
<th>Secondary Visit Category: 99394 Visit</th>
<th>Number of Visits</th>
<th>Units Per Visit</th>
<th>Avg Charge Per Visit</th>
<th>Avg Deposited Per Visit</th>
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<td><strong>7.29</strong></td>
<td><strong>$262.97</strong></td>
<td><strong>$131.66</strong></td>
</tr>
</tbody>
</table>
Use *personalized* patient letters that are age, sex, and language specific. Do not pull punches!

Dear Mary and John:

This is just a friendly reminder that **Lisa** is due for her sixteen year physical. Remember that she will need to have a physical for her driver's permit, which must be done within sixty days of her 16th Birthday...

**...Steve** is now 10, making him eligible for the first of his two expected Gardasil vaccinations...

...with kindergarten starting in the fall, you will want to schedule **Bianca's** Well Visit as soon as possible, before the available slots fill up...
Dear Parents:

It's that time of year again and the pediatricians of MSC Pediatrics would like to take the time to remind you to schedule Harmon's flu shot....

...we would also like to welcome Dr. Jane Mulligan to our practice. Dr. Mulligan specializes in adolescent girl physicals...

...don't forget that we are still open every night until 8pm and on weekends...
Use the communication to save time, set expectations, *improve care*!

Please complete this form for your son, **Harmon**, and bring it with you to his next visit...

...review the enclosed information and prepare your most important two or three questions to ask the physician...

...visit our WWW site and download a copy of the anticipatory guidance that we distribute at every visit...
Use your computer system!

Recent and Upcoming Appointments

Last Visit: 02/12/13 (4m 3w ago) Dr. Gomez
Diagnosis: Urinary Tract Infection

Last Physical: 06/24/12 (1y ago)
Next Physical Due: 06/30/13 (8d overdue)
Scheduled Appointments: none
Meet the scheduling needs of your customers.

• Be open when your patients need you, not when it suits you. You are in a service industry.

• Use PNPs to provide morning, evening, and weekend well coverage for families who work. Many of your families want to do the right thing, but find it difficult to schedule time during working hours to bring in their children.

• Designate specific providers for adolescent physicals, by gender.
Secrets Used By Real Practices

Push your schedule out.

http://chipsblog.pcc.com/well-visit-coverage-and-appointment-depth/
Secrets Used By Real Practices

- Change the expectations of and within your practice.
- Reward physicians who produce more well visits.
- Require patients to schedule their well visits at the time of service.
- Use benchmarks – sick visit ratio, immunization rates – to measure your progress.
- Make the recall process automatic - patient recall notices should happen like billing!
Change your tune.

Even if you have developed the world's greatest method for recalling patients, change the message or the way you deliver the message from time-to-time so your patients don't ignore it.
Recall them more than once.
Measure your results.
Compare methods!

### Secrets Used By Real Practices

Twice the return...