



Delivering positive patient experiences



Client story

Client
National hospital organization

Sector
Healthcare

Project
Patient visit scheduling transformation



Client challenge

Owning, operating, and leasing over 100 hospitals in 20 states, this healthcare system is one of the largest in the country. With such a large footprint, the system needed a better way to reach their most rural patients while providing an enhanced patient experience through online digital health solutions. This combination could also improve value for the system and expand ambulatory patient access to care and connectivity with their affiliated hospitals. By embracing a centralized ambulatory (or outpatient) scheduling strategy, the system will allow enhancement of the care experience for millions of patients and improve financial impact across the health system.



Benefits to client

Moving methodically through their many geographical markets, the client improved their patient experience on the front end and consolidated clinic scheduling in a patient access center for each market. With the project still ongoing, the client will be able to:

- Improve revenue in target markets
- Reduce the number of appointment types from 10,000 to 15
- Improve patient access and patient experience through reduced appointment wait times
- Increase physician productivity by more than 50 patient encounters per month in certain areas



KPMG response

Looking to improve value across the continuum of care, this national provider of healthcare services set out to transform accessibility for their patients. KPMG worked closely with the client to assess their existing and planned virtual health project and investments. The client is developing several service line specific virtual health strategies to connect patients and providers and to increase access to specialty and primary care inside the system's hospitals and clinics.

Additionally, we worked with the client across their key geographic markets to optimize the scheduling process. Scheduling systems, processes and physician preferences varied throughout the healthcare system, leading to frustrating and inconsistent experiences for the scheduling staff and patients.

We helped each hospital look at individual physician data to analyze wait times, cancellation rates, the number of daily appointments offered, and more-uncovering insights to help inform our solutions. Together, we evaluated the available scheduling systems that could be adjusted around the client's needs. System controls and checks were implemented to keep users on the right track, and stakeholders were educated on the importance and impact of the systems and processes. Change management began before implementation and continues with routine check-ins as the project progresses, ensuring all teams stay current and confident.

Revamped scheduling for the healthcare system's clinics was set to improve the patient, doctor and administrator intake process and simplify the care journey. Referring patients to clinics within the system's hospitals and care centers could create a more effective and efficient experience. What began as a market pilot in 4 geographic locations has grown into fourteen. The healthcare system has now consolidated the scheduling in a centralized patient access center for these areas, driving volume, value, and a connected, consistent care experience for many of the communities they serve.



KPMG insights

As providers continue to invest in the patient as a consumer, from entering the scheduling system to navigating it, they will not just enhance the quality of care and patient experience, but will likely improve their financials and productivity through increased patient volume.



If you are interested in learning more about this case study, or if you are experiencing similar issues, please contact us.

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