

How Indiana University Health transformed operations with guided scheduling

Four use cases

Key results

52 departments using Call Center Scheduling

114% increase in patient utilization within one year

600 referrals on average scheduled each month

Staff cross-trained across multiple specialty service lines

With close links to the Indiana School of Medicine, Indiana University Health (IU Health) is a leader in high-quality care and medical research. The health system operates the largest network of physicians in the state, employing more than 36,000 team members to deliver primary, specialty, urgent and remote care across five patient regions, with 16 partner hospitals.

Challenge

IU Health is working toward the creation of a single medical group that will integrate its five regional patient access centers under the Unified Medical Group, which will be launched in 2025. They needed an enterprise call center scheduling solution that could manage increasing patient numbers across multiple specialties, without any additional staff.

Resolution

IU Health selected Call Center Scheduling because of Experian's past work providing call center solutions across large health systems, and its capacity to manage multiple, complex service lines in primary and specialty care.

Experian's Patient Schedule - Call Center Scheduling solution could be used by front office staff and call centers alike to book appointments more efficiently. Using customizable scheduling rules, this guided decision response technology prompts schedulers to ask patients the necessary questions. These questions ensure the patients are offered the right type of appointment, with the right provider, at the right location and time. Schedulers would no longer need to memorize complex scheduling rules or refer to lengthy notes, which would boost efficiency, morale and minimize training needs.

With access to guided scheduling support, staff would be able to resolve patients' queries on the first attempt and improve referrals by booking referral appointments onsite.

IU Health not only had the capabilities to now manage their increased patient numbers, but they soon discovered additional benefits with their scheduling solution.

Indiana University Health

While IU Health was looking to boost patient and staff satisfaction through faster and more accurate appointment bookings, Call Center Scheduling achieved efficiencies beyond scheduling.

The following four use cases share how guided scheduling transformed operations at IU Health.



Use case 1: Increasing call center capacity

Before using Call Center Scheduling, each agent was specialized in specific specialties, meaning that patients were often put on hold while they were transferred to the most appropriate team. But with Call Center Scheduling's guided decision prompts, staff can easily schedule appointments across multiple service lines with minimal training, offering greater flexibility and resilience within the team.

"Now we have pods of four people managing seven or eight service lines because it's so easy to work. The team wouldn't be able to go back to the old way. You don't have to keep track of who you can schedule at what time or at what location, because the algorithm does it for you."

We ran a pilot across 10-15 service lines, and the team were able to schedule without any training. It makes it extremely easy to work in different service lines that you're unfamiliar with."

- **Justin Baur**
Manager of Patient Access and Referral Management at IU Health



Use case 2: Increasing referral capture in the Emergency Department (ED)

By enabling ED registrars to schedule follow-up appointments before the patient leaves, Call Center Scheduling has helped IU Health increase specialty referrals and close gaps in care. Patients walk out with their next appointment already booked.

"The ability to expand and simplify scheduling activities by putting scheduling in the hands of ED staff means patients are taken care of without delay."

- **Ashlee Ruddick**
Director of System Patient Access at IU Health



Use case 3: Improving referral management in primary care

Similarly, Call Center Scheduling has helped improve referral management in primary care by enabling staff to schedule cross-specialty appointments before the patient leaves the office.

"The provider pings staff using iPads to notify them of a referral requirement, and the staff can schedule the appointment face to face using the platform. We've had zero issues or errors. The patient leaves the primary care office with an appointment, so we don't need to rely on them calling us back or us calling them three or four times to make the booking."

- **Justin Baur**

Now, 10% of staff-led referrals are made using the platform, equating to an additional 600 referrals scheduled directly in the platform each month.



Use case 4: Rolling out a single phone number for all appointment bookings

Call Center Scheduling has also enabled IU Health to set in motion a new phone line for patients to schedule appointments across the entire network. This initiative was proposed by the Executive Leadership two years ago, but the idea only became feasible thanks to Patient Schedule.

“We really could not have started this initiative without the platform, because we had to make sure we had staff who were well versed in the product and service lines that were properly embedded in the product before rolling it out. This was a big success and we probably could not have started this launch without Experian.”

- Justin Baur

Next steps: Continued optimization

Call Center Scheduling has increased provider, staff and patient satisfaction, by improving efficiency and reducing appointment-type scheduling errors. The product's analytical capabilities are enabling IU Health to identify further opportunities for optimization as they look to standardize and scale the solution across all regions as part of the Unified Medical Group.

About Experian Health

Hospitals, health systems, and physician groups have come to rely on Experian Health for revenue acceleration and profit gains through automation, cleaner claims, fewer underpayments and a reduced cost to collect.

Experian Health's Patient Schedule is a digital scheduling platform that helps many of the nation's largest health plans, health systems, and physician groups build their patient scheduling infrastructure and make the most of their scheduling inventory.

Patient Schedule offers three solutions to help optimize scheduling capacity.

1. Self Scheduling allow patients to schedule appointments in real time, with the right providers and meet physician scheduling rules all at the same time using guided response technology.

2. Call Center Scheduling empowers staff to schedule faster and more accurate appointments on the phone or onsite also using guided response technology, eliminating memorization of complex booking rules that could lead to errors.

3. Outreach helps to close care gaps by sending automated texts or calls (via interactive voice recordings) to notify patients and lead them to schedule their specific appointment.

Find out more

Reach out to your rep to request a Call Center Scheduling demo or call 1.866.661.5657.

