

# Reducing No-Show Rates With Automated Texts



## Organization

Ridgeview Rehab Specialties

## Location

Greater Minneapolis, MN

## Implemented Solution

Patient & Family Communication (PFC)

Ridgeview Rehab Specialties is part of the Ridgeview Medical Center, an independent, nonprofit, regional healthcare system. Ridgeview has eight rehab facilities that focus on providing comprehensive treatment and ongoing care for pediatric concerns, orthopaedics, neurology, cancer, sport and work-related injuries, and chronic diseases, as well as fitness and performance programming.

## Challenges

Ridgeview Rehab Specialties was challenged to reduce its no-show rate, a common goal among many medical organizations. Patients would often forget about their appointments or face last-minute conflicts and never reschedule. After recording 6,264 rehab no-shows in 2016, leaders at Ridgeview explored ways to improve patient outreach and overall engagement without adding work for the clinical staff. Ridgeview realized that new technology—specifically text messaging—could help keep patients engaged and result in fewer no-shows.

## Solution

Ridgeview Rehab Specialties chose to implement PerfectServe's patient engagement solution. With PerfectServe, Ridgeview was able to send valuable appointment information to patients via SMS, including pre-visit appointment reminders, scheduling and location details, requests for patients to reschedule missed appointments, and post-appointment patient experience and satisfaction surveys.



**12.6%**  
Drop in  
No-Show Rate



**\$138k+**  
in Total  
Revenue Recovery



**235k+**  
Messages  
Sent Each Year

## About PerfectServe

PerfectServe offers unified healthcare communication solutions to help physicians, nurses, and care team members provide exceptional patient care. PerfectServe's cloud-based solutions enhance patient safety and reduce provider burnout by automating workflows, speeding time to treatment, optimizing shift schedules, empowering nurse mobility, and engaging patients in their own care.

**To learn more or schedule a demo, please contact us:**

866.844.5484  
[sales@perfectserve.com](mailto:sales@perfectserve.com)

Or visit us online:  
[perfectserve.com](http://perfectserve.com)

## Implementation

Clinicians were given the ability to log in on their desktops and have instant access to real-time data, including overall patient engagement dashboards and individual text message responses. Most of Ridgeview's provider-to-patient text messages became automated, so care team members no longer had to call manually to remind every patient about upcoming appointments. By eliminating unnecessary outreach, providers gained more time to administer patient care and to focus on the small percentage of patients who did not respond to text messages.

## Results

Over a two-year period, PerfectServe's patient engagement solution helped Ridgeview Rehab Specialties reduce its no-show rate by 12.6%. No-shows dropped by 792 visits at an average of \$175 per visit, with an estimated total revenue recovery of \$138,600 from 2016 to 2018. PerfectServe gave Ridgeview administrators a global view of how patients engage with text messages, including opens, responses, and click-through rates. Ridgeview now sends more than 235,000 messages to more than 100,000 patients each year to keep patients more actively involved in their care.

## Conclusion

Clinical teams can use automated, personalized text messages to significantly reduce no-shows and empower patients to better manage their own health. By delivering SMS text messages informed by social determinants of health, PerfectServe's comprehensive, flexible, and secure patient engagement solution helped Ridgeview Rehab Specialists bring down no-show rates and recover substantial revenue.

*"We have an enhanced level of engagement with our patients. The program design makes the messaging personalized and relevant for each patient, and the automation allows us to do more with our current staffing."*

**– Ben Nielsen**

Vice President, Ambulatory Services