Reducing Answering Service Errors and Variable Costs

ORLANDO HEALTH®

UFHealth
CANCER CENTER

Organization
Southwest Cancer Center
(Now: Orlando Health
UF Health)

Location
Orlando, FL

Implemented Solution
Answering Service

Southwest Cancer Center, once a single-facility, five-physician group practice specializing in comprehensive cancer treatment, is now part of the Orlando Health UF Health joint venture, a premier cancer treatment facility that provides exceptional cancer care to more than 80,000 patients. The 10-story comprehensive multidisciplinary cancer center hosts 60 private patient beds and contains all ambulatory and additional services required for cancer care, from diagnosis through all phases of treatment and follow-up.

Challenges

Southwest Cancer Center's patients frequently needed to communicate with the office after hours, but the costly live answering service was prone to making mistakes that interrupted critical patient-to-provider communication.

Often, urgent messages were delayed, routine messages were unnecessarily given high priority, and some messages were simply lost. After five years of struggling to work with their live answering service, the team at Southwest Cancer Center—including the providers and the practice manager—were ready for a change.

Solution

Southwest Cancer Center decided to replace the traditional answering service with PerfectServe's Answering Service solution to take advantage of its sophisticated call routing capabilities. The practice implemented PerfectServe's fully automated solution to ensure that all patient calls were routed to the appropriate on-call provider every time. PerfectServe would also ensure that nonurgent messages were held until the next morning to minimize unnecessary interruptions for providers.

$1,000+
Savings Each Month

$13,000+
Savings Per Year

Improved provider and patient experience.

Implementation

Southwest Cancer Center gave PerfectServe provider names, contact information, personal contact preferences, and schedules. From there, the PerfectServe team built a custom set of routing rules for patient messages that incorporated each provider's preferred contact method.

Each month, Southwest Cancer Center's Practice Manager entered the call schedule into PerfectServe with a few clicks, and any edits to the schedule immediately updated the call routing algorithm. Rather than relying on a live call center representative to determine urgency and decipher the call schedule to see which provider should receive each message, PerfectServe's Answering Service solution recorded patient messages and initiated a series of automated prompts to direct each caller to the appropriate provider, holding nonurgent messages until the next day.

Results

PerfectServe helped improve both provider satisfaction and patient experience at Southwest Cancer Center. Because patient messages were being delivered with appropriate escalation to the correct providers, patient complaints declined. Providers started receiving patient messages on their smartphones through the PerfectServe app, with nonurgent messages held until working hours.

The PerfectServe app allowed providers to mask their personal caller IDs to protect their privacy while returning urgent patient calls. Additionally, PerfectServe's fixed-rate pricing without hidden fees saved Southwest Cancer Center $1,100 per month, totaling in over $13,000 per year.

"In a cancer treatment facility, the patient experience is especially important—everything is more emotional. The ease with which our patients can get in touch with our providers in a time of need is so critical to their positive experience … PerfectServe was really helpful … The switch has been amazing…"

– Cara Bertone
Practice Manager, Southwest Cancer Center

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

Or visit us online:
perfectserve.com

Conclusion

Organizations can improve both patient and provider experience while removing variable cost by streamlining outdated answering services. Automating the answering service with smart routing and automatic escalation capabilities is an essential step in eliminating errors, such as missed critical patient messages.

"I really would recommend PerfectServe to any office. I was impressed not only by the Answering Service solution, but also by the PerfectServe team's follow-up after we went live. I can't say enough about how easy and enjoyable PerfectServe is to work with."

– Cara Bertone
Practice Manager, Southwest Cancer Center