Petal Booking

Appointment Management System

CASE STUDY — CENTRE MÉDICAL LAVAL GMF

An automated solution to the challenges facing walk-in clinics

SUMMARY

This case study describes how the adoption of the Petal Booking solution by the Centre Médical Laval allowed the clinic to quickly and significantly optimize its walk-in consultation management practices.

Centre Médical Laval Overview

- 19 Physicians
- 750 Walk-in patient consultations/week
- Petal Booking user since October 2016

1. IMPROVED STAFF SATISFACTION

A few weeks after the Centre Médical Laval implemented an automated phone line and an e-booking platform, clinic personnel saw fewer than five patients waiting at the door each morning.

Delighted by this outcome, management further noted a drop in patient wait times and reduced pressure on administrative staff. The Petal Booking solution also freed up phone lines and reduced no-shows.

Testimonial 1

"Before our clinic adopted the Petal Booking appointment management system, walk-in patients would show up in the early morning and wait outside until we unlocked the doors. The receptionist would then register patients one by one so they could be seen at some point during the day.

From the moment we gave patients the means to schedule an appointment from the comfort of home, Petal Booking really changed the way we work. It took less than a month for us to see a 90% drop in the number of people waiting outside the clinic each morning, which has meant a more manageable workload for our reception staff, particularly at peak hours."

Ghislaine Bilodeau
Assistant Director, Centre Médical Laval

Canadian clinics falling behind

Only 7% of Canadian physicians allow their patients to book online. This rate is very low when compared to countries like the United States (30%), the United Kingdom (40%), Norway (51%) and Sweden (60%), which have recognized the benefits of this solution for years.

% of physicians offering e-booking

Country	Value
Canada	7
United States	30
United Kingdom	40
Norway	51
Sweden	60
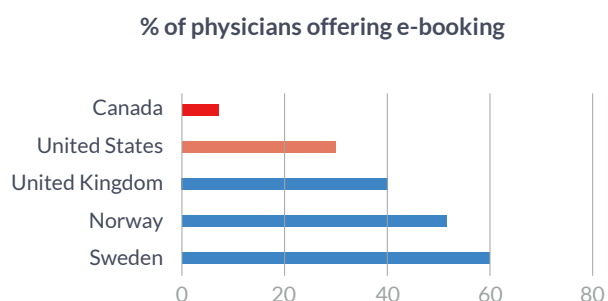
2. IMPROVED PATIENT SERVICES

Centre Médical Laval patients were quick to express their satisfaction to personnel after using the online appointment booking service. The user-friendly platform interface received especially high praise, along with the overall experience of scheduling an appointment without leaving the house, waiting on the phone or paying for a callback service.

An increase in user satisfaction means Centre Médical Laval patients will be less likely to use external service portals—and be directed toward other healthcare providers—when confronted with extended telephone wait times, for example.

Testimonial 2

"We no longer need to use the callback service, now that our patients arrive only a few minutes before a scheduled walk-in appointment. This means patients can save the few dollars they would have had to pay for the service and avoid the hassle of visiting our clinic more than once in the same day."
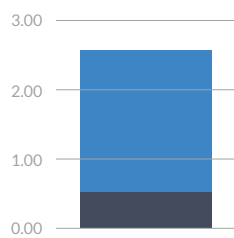
Micheline Demers
Director, Centre Médical Laval

Canadians want their local clinics to offer e-booking

While many Canadian physicians believe their patients are either uninterested or unwilling to use an e-booking service, a Health Infoway survey reveals that 90% of Canadians, including elderly respondents, would book an appointment with their physician electronically.[3]
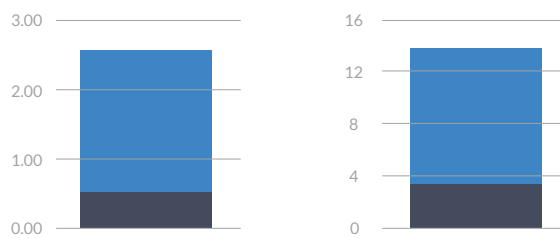
Canadians willing to use online booking services

Canadian physicians offering online booking

0% 20% 40% 60% 80% 100%
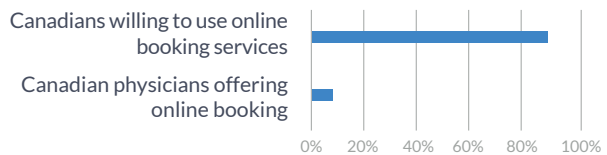
Benefits of e-booking for clinics (according to Canada Health Infoway)

Average time to set up an appointment[1]

3.00

2.00

1.00

0.00

% of missed appointments[3]

16

12

8

4

0

■ Without e-booking
■ With e-booking

Your upcoming appointment

1 Preferences   2 Availability   3 Summary

Patient	Appointment type	Physician	Date and time	Location
Dominic Lambert	Periodic examination	Dr. Remy Beauchamp	Wednesday March 4, 2017 08:30	Medicinea

Reminder
Reminders will be sent 48 hours prior to your appointment, then one hour before.

Reply to this quick survey to help us with the schedule planning.
If you could have selected a specific date for your appointment, regardless of the period, what would it have been?

Select

Cancel this appointment

PetalMD

For questions or technical assistance, please contact the clinic during business hours at 418-121-4567.

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3. QUICK TRANSITION AND ADOPTION

The staff and patients at Centre Médical Laval embraced online booking in a matter of weeks. This short transition period was the result of a user-friendly interface and the structured setup process carried out beforehand.

Before implementing Petal Booking, a specialized advisor took the time to understand the facility's challenges and objectives by speaking with clinic personnel. After reviewing the clinic's electronic medical records (EMR) system, physician schedules, available walk-in time slots and the clinic's overall operations, the advisor custom-built a solution that would meet the staff's needs, laying the groundwork for a smooth transition.

$220

The amount saved each week, per physician, with an online patient booking solution, according to a study cited by Health Infoway.[3]

Testimonial 3

"Our progressive implementation strategy for the Petal Booking solution called for a gradual increase in the number of available time slots posted to our website. We had planned to start by making 40% of our walk-in slots available online and increasing the offer to 75% after one or two months of use.

But the solution was so easy to use and our patients adopted it so quickly that we found ourselves scheduling nearly all our walk-in appointments through Petal Booking after only two weeks of use."

Ghislaine Bilodeau
Assistant Director, Centre Médical Laval

DID YOU KNOW…?

We provide you a communication toolkit to significantly simplify and accelerate patient adoption of online appointment booking.
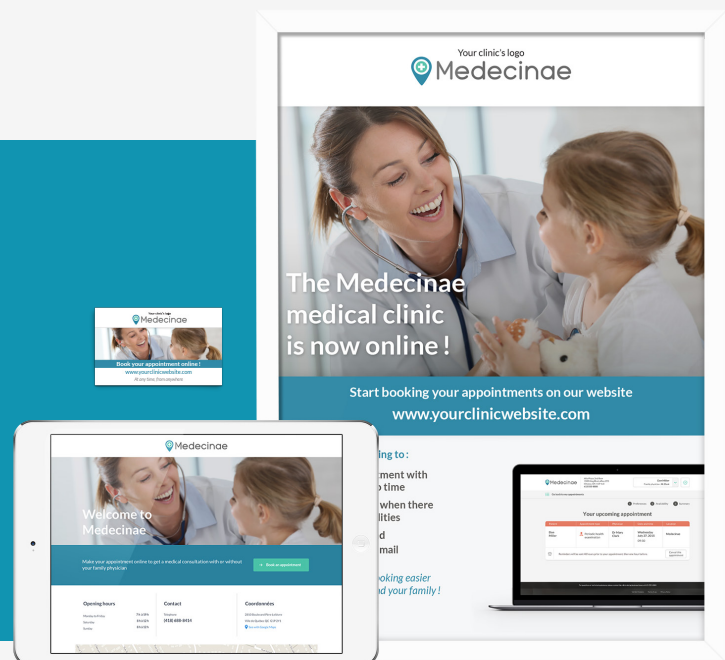
Discover the Petal Booking solution with a free live demo

Attend our screen-sharing demonstration,
you'll get a glimpse of how Petal Booking
can meet the challenges of your clinic
by registering on petalmd.com

*See the interface and functionality
of Petal Booking in action!*
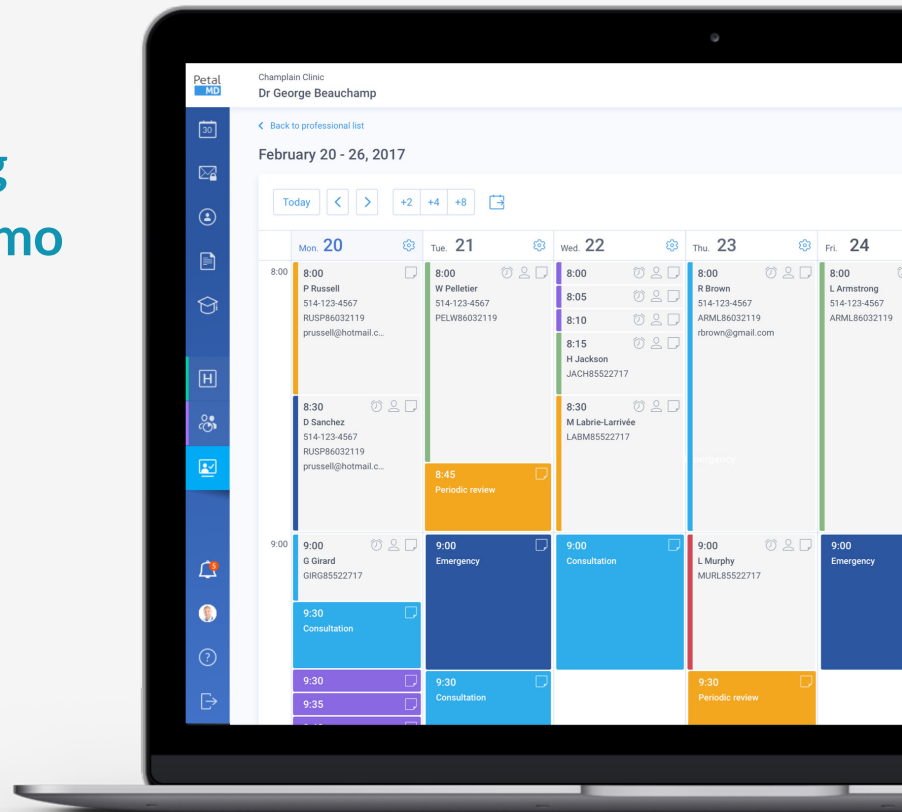
References:

1. Centre for Information Technology Leadership (2008) dans Alberta Health Services (2009). Engaging the patient in healthcare. An overview of personal health record systems and implications for Alberta. [Electronic document].

2. Physician Information Technology Office. Communities of Practice Innovation and Diffusion Projects (IDP) Initiative (2012). Patient Portal Project. Outcomes Report. [Electronic document].

3. Consumer Health Solutions (2014) on Canada Health Infoway. Exploring the Value, Benefits and Common Concerns of E-Booking: White Paper (Full Report). [Electronic Document].

Petal**MD**

PetalMD is Canada's leading medical platform for clinics, hospitals and physician departments. With a mission to improve access to care, PetalMD offers web-based physician scheduling, a patient booking system, and secure messaging.

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