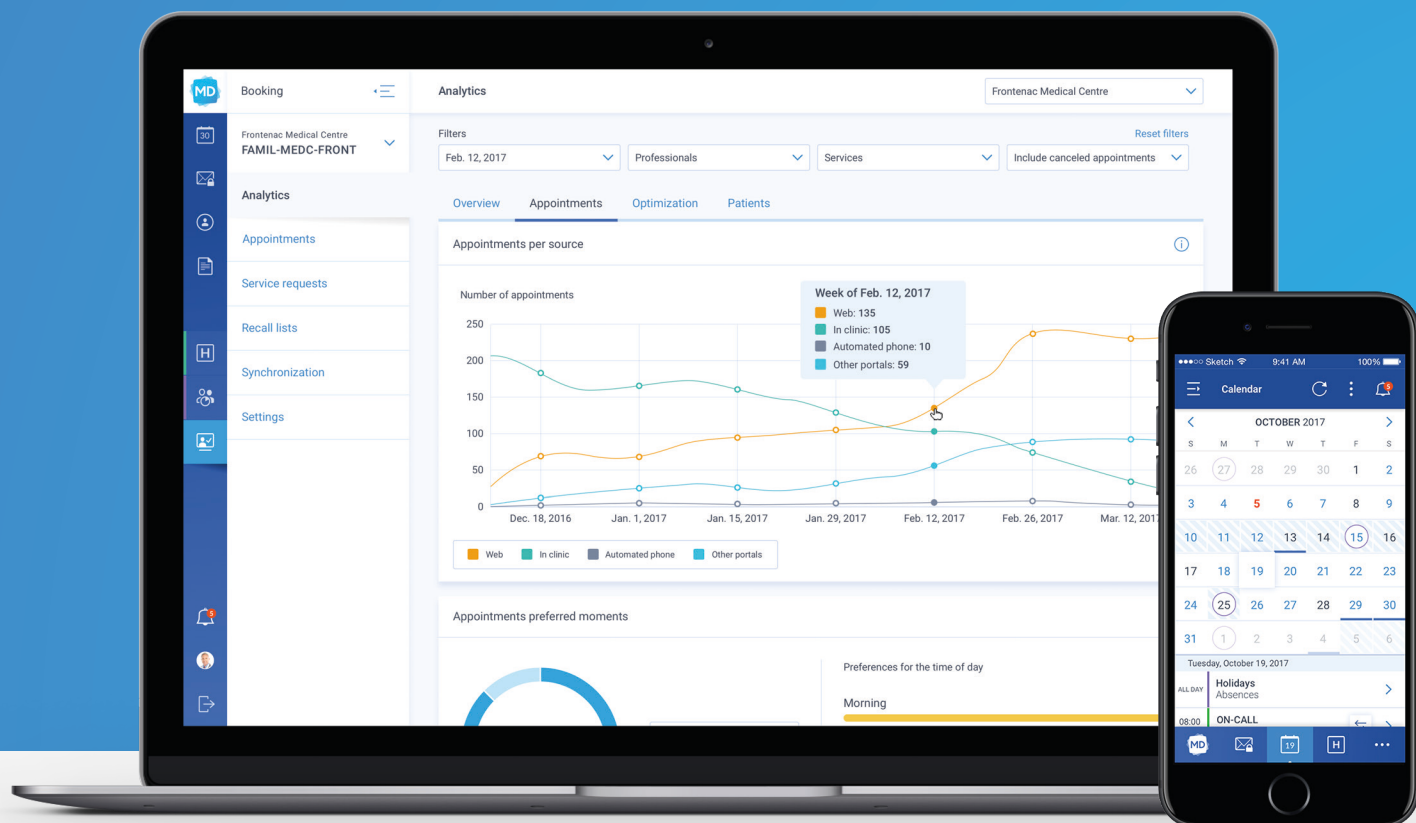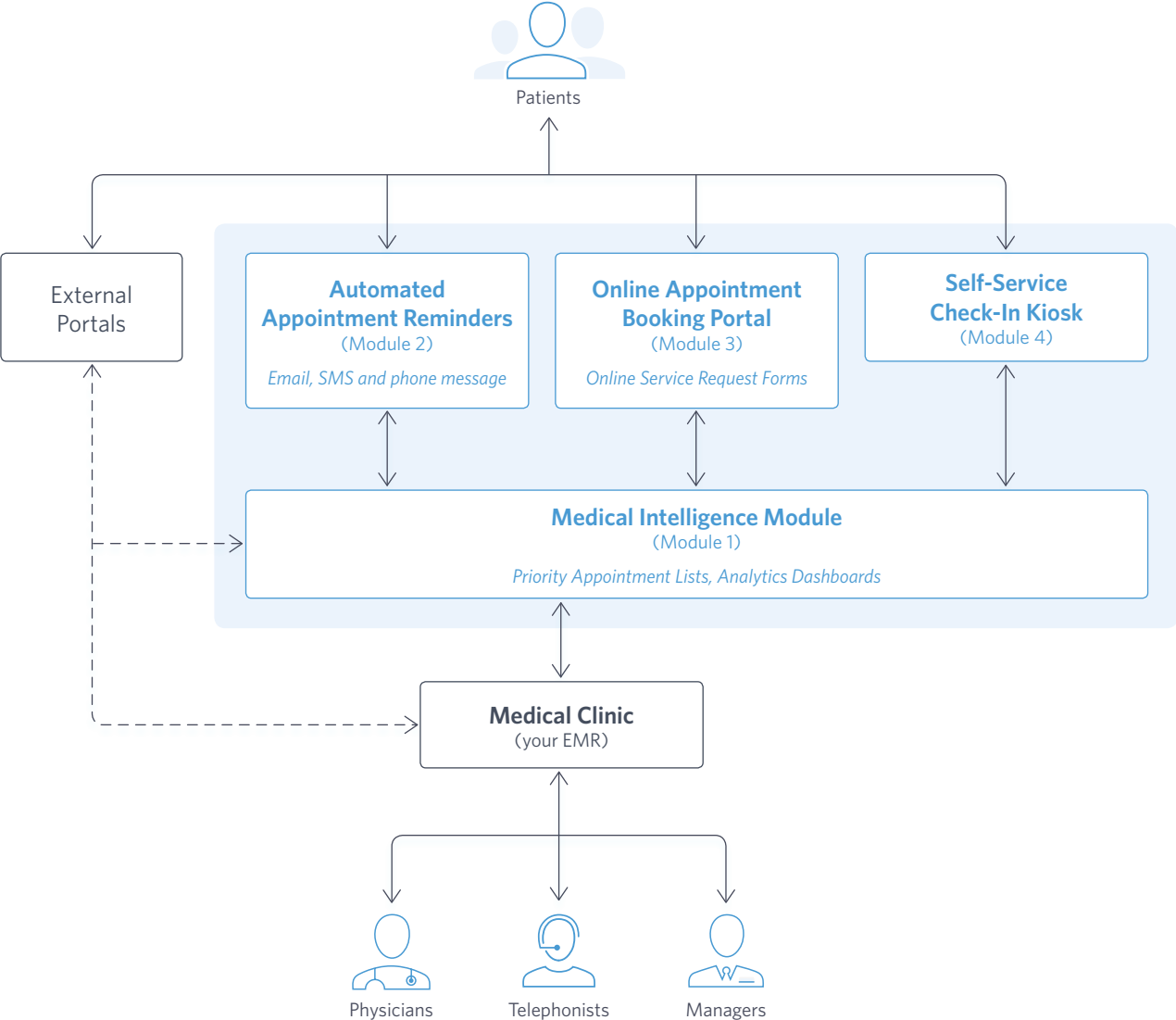# Optimize your Medical Clinic's Efficiency

Online Appointment Booking, Automated Reminders and Key Performance Indicators

Petal Booking was created for medical clinics, to lighten the administrative staff's workload, while facilitating access to health care for patients. This unique and cutting edge web solution synchronizes and integrates seamlessly with the EMRs of first and second tier medical clinics.

The Petal Booking Solution

Composed of **one central module** named "Medical Intelligence" and **three functional modules** working in synergy, the Petal Booking solution allows for: the synchronization of different patient appointment booking channels, the automation of reminders, online appointment bookings and a self-service check-in kiosk. In addition, analytics dashboards that measure and optimize clinic appointment management are now available. Already deployed in numerous medical clinics, Petal Booking is the undeniable choice for managers who want to optimize their clinic's efficiency.

Patients

External Portals

Automated Appointment Reminders
(Module 2)

Email, SMS and phone message

Online Appointment Booking Portal
(Module 3)

Online Service Request Forms

Self-Service Check-In Kiosk
(Module 4)

Medical Intelligence Module
(Module 1)

Priority Appointment Lists, Analytics Dashboards

Medical Clinic
(your EMR)

Physicians

Telephonists

Managers

Medical Intelligence Module

Accept appointments from different channels and external portals.
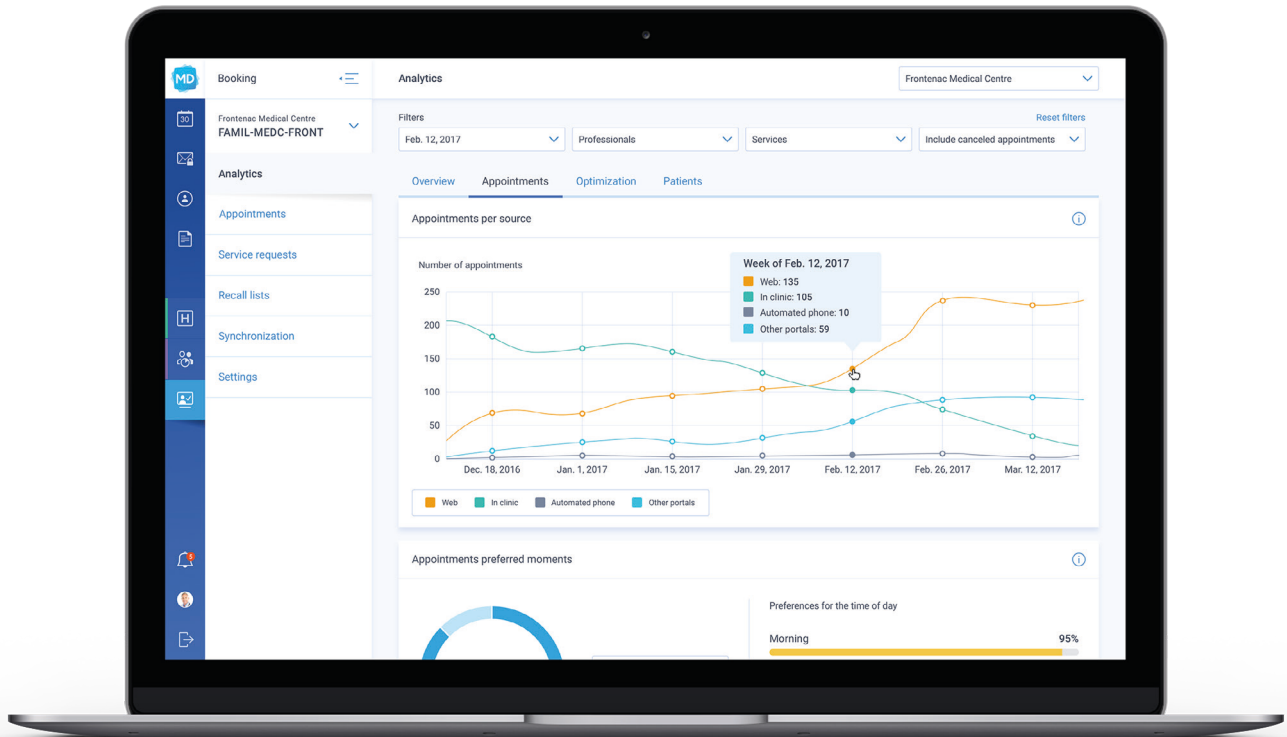
The **Medical Intelligence Module** is at the heart of Petal Booking. It allows for the automation of many tasks related to physician calendar management and the centralization of appointments coming from different channels and external portals. Analytics Dashboards and statistics reports act as key performance indicators allowing medical clinics to optimize their operations. This module synchronizes automatically with the medical clinic's EMR.

Key Features

- Management of roles and employee access
- Management of patient records
- Customization to each provider's medical practice
- Automatic publication of availabilities per appointment type
- Real-time synchronization with different appointment booking channels
- Seamless integration with the medical clinic's EMR
- Automated patient priority lists
- Analytical dashboards and performance indicators

Operation

This module manages a physicians' calendars by simultaneously uploading their availabilities online through various appointment booking channels (including external portals). Real-time synchronization between the different appointment booking sources and the Petal Booking platform eliminates the risk of double-booking and allows the administrative staff to work directly in the medical clinic's EMR.
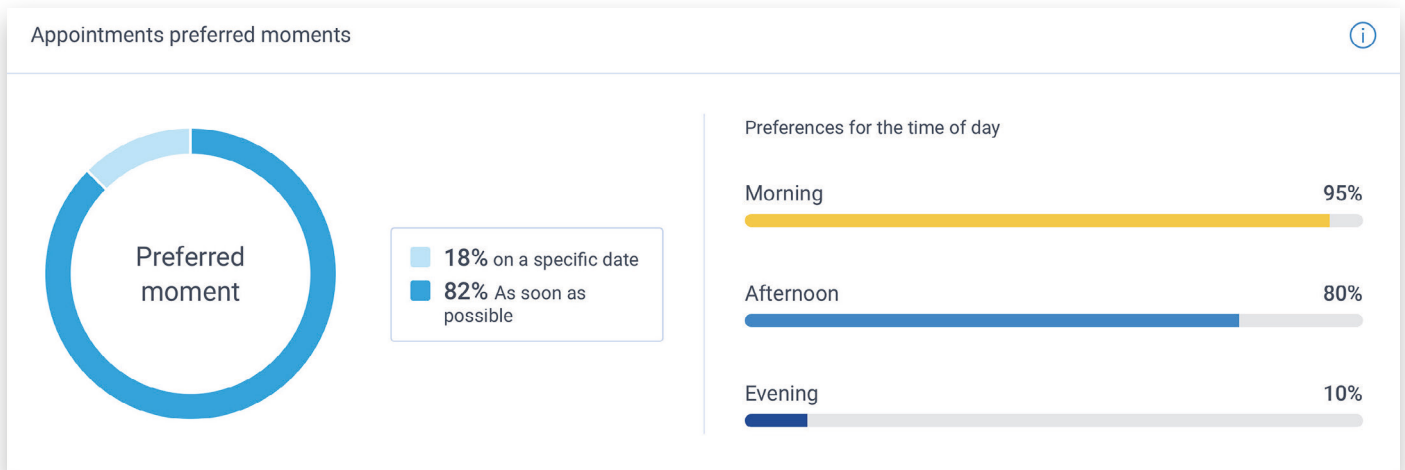

Priority Appointment Lists

The *Priority Appointment Lists* option allows medical clinics to automate the creation of patient lists. Hence, it is possible to group and prioritize patients who need to be seen by a provider, with multiple customizable criteria. Once a list is created, automated reminders are sent to patients by SMS, email or phone message to invite them to book their next appointment online.

This way, the administrative staff no longer has to manage long lists of patients who need to be contacted for their medical follow-ups. This option eliminates the risk of error, optimizes patient priority for follow-ups and considerably decreases the administrative workload.

Analytics Dashboards

The *Analytics Dashboards* option offers to medical clinics the possibility to measure and optimize clinic appointment management with statistics reports, detailed dashboards and key performance indicators. These new dynamic reports provide a quantitative snapshot of several elements, including: patient wait times, peak times, the most popular appointment booking channels, the number of appointments, unused time slots, excess requests, etc.

Used correctly, this data can optimize the distribution of available staff and improve access to healthcare. These new analytical features are designed to help managers make informed decisions from the facts in their database.

Appointments preferred moments

Preferred moment

18% on a specific date
82% As soon as possible

Preferences for the time of day

Morning 95%

Afternoon 80%

Evening 10%

Supply and Demand

Appointments   Availabilities   Additional demands

Advantages of the Module

- Centralization of appointments coming from different channels (including external portals)

- Automation of tasks related to appointment management

- Decreases in the risk of errors and oversights caused by manual processing of patient lists

- Optimizes appointment management based on the medical clinic's data

Benefits for the Clinic

- Optimal usage of the medical clinic's human and financial resources

- Allows the administrative staff to contribute with tasks that truly add value (other than medical follow-up reminders)

- Results in improved patient care

- Doesn't require learning a new system (all activities are performed in the clinic's existing EMR)

Did you know...?

PetalMD solutions are hosted in Canada on Microsoft Azure's Cloud, a renowned platform that complies with Canadian PIPEDA safety standards, as well as several international standards (including ISO 27001, HIPAA, FedRAMP, SOC 1 and SOC 2).

Automated Appointment Reminders

Automate reminders and confirmation requests.
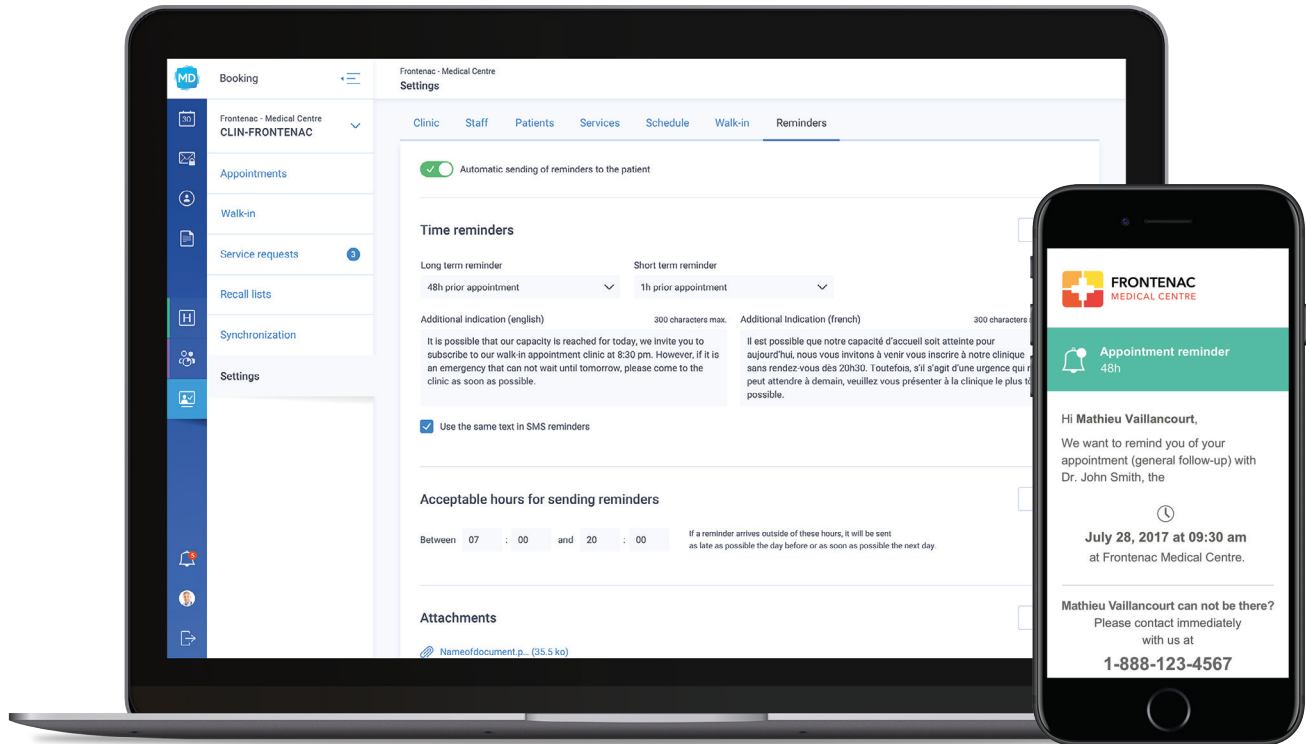
Petal Booking's **Automated Appointment Reminders** module completely eliminates one of the most time-consuming tasks related to appointment management: reminders and confirmation requests. It also reduces financial losses linked to patient no-shows. This module synchronizes automatically with the medical clinic's EMR.

Key Features

- Customization of automated reminder content (email, SMS and phone message), according to each appointment type

- Configuration of the frequency of appointment reminders (email, SMS and phone message)

- Ability to add instructions or forms to fill out

- Appointment confirmation or cancellation option for patients (email or SMS)

- Ability to keep track of the status of automated reminders (sent, received and confirmed)

Operation

This module automates appointment reminders, allowing the medical clinic's administrative staff to focus on other value-added tasks. Patients receive appointment reminders by email, SMS or phone message (given their preferences) and can confirm their attendance through this message.

Patients can be informed up to twice that they need to present themselves at the clinic, which decreases the risk of no-shows. Confirmation requests considerably decrease the number of missed appointments. They also increase physician participation rates by allowing other patients to book an appointment that has been previously cancelled. The medical clinic's administrative staff can also add instructions or forms to automated reminders to improve office efficiency once the patient arrives at the clinic.

Advantages of the Module

- Automation of reminders saves administrative staff time

- Prevents last minute cancellations

- Time saved can be focused on other value-added tasks

- Improves internal processes regarding patient follow-ups

Benefits for the Clinic

- Revenue is increased by up to 14% by reducing the number of no-shows

- Decreases the number of no-shows by up to 70%

- Eliminates tedious tasks performed by the administrative staff

- Improves patient care
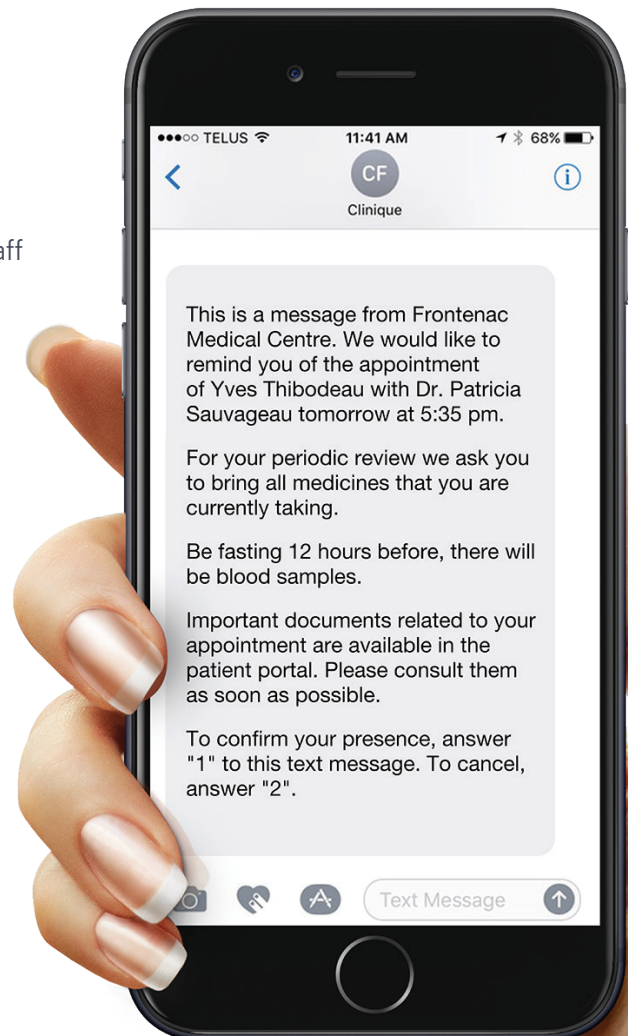
Online Appointment Booking Portal

Retain patients with an exclusive web access to your services.

The **Online Appointment Booking Portal** offers patients the opportunity to book an appointment on the medical clinic's website, at any moment of the day. It maximizes access to physician availabilities for walk-in consultations, annual exams or any other type of service. It prioritizes the link between the patient and the family physician when assigning an appointment, even in the case of a walk-in consultation request. This module synchronizes automatically with the medical clinic's EMR.
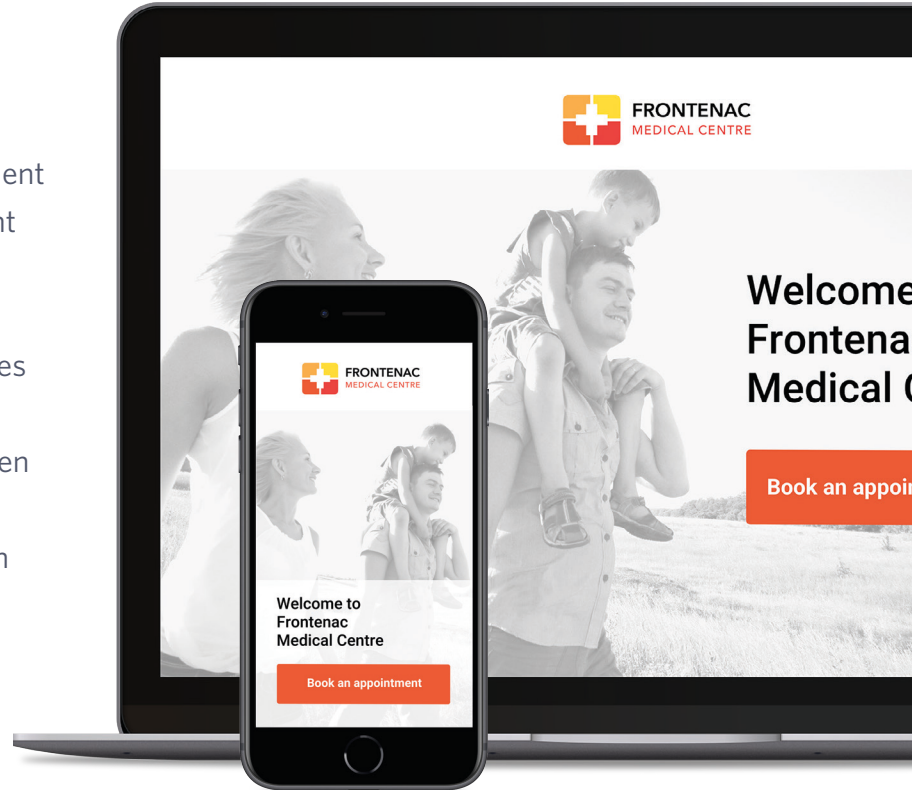
Key Features

For the medical clinic:

- Integration of a personalized online portal that exclusively direct patients to the medical clinic's services
- Configuration of walk-in consultations (phone line and/or online portal)
- Integrated management of all types of services (office, walk-in, specialist, etc.)
- Creation and modification of online service request forms
- Uploading prescriptions or any other medical document(s)
- Ability to follow-up on the status of a service request

For patients:

- Creation of a secure account online with the opportunity to add family members
- Access to different availabilities (including walk-in consultations)
- Appointment history and list of upcoming appointment(s)
- Online appointment confirmation and cancellation, by email or SMS

Operation

This module facilitates access to physician availabilities for patients of the medical clinic. Patients go directly to the medical clinic's website to create their account and book their appointments. The online account is easy to create and includes the possibility to add family members. The medical clinic can also attach instructions or forms to be filled out for each different appointment type, so patients can be prepared before they show up for their appointment.

When a patient books an online appointment, the system will always prioritize the availability of the patient's primary physician, even for walk-in consultations. The online portal is accessible from any device (smartphone, tablet, laptop, etc.) through the medical clinic's website.

Online Service Request Forms

The *Online Service Request Forms* option offers medical clinics the opportunity to automate the questions usually asked to patients over the phone or on a paper form before assigning them an appointment. With this option, medical clinics can require patients to upload a prescription or any other medical document onto the online portal before an appointment is assigned to them. This option decreases the workload associated with the appointment booking process particularly for specialists.

What about Walk-in Consultations?

Whether the clinic offers walk-in consultations or other specialized services, it is possible to determine which percentage will be offered online and which availabilities will appear on the patient portal. These types of consultations are accessible through the online portal or an automated phone line.

Advantages of the Module

- Patient registration on an online portal exclusively for their medical clinic

- Improves access to care, due to online appointment booking (24/7)

- Reduction in wait times to book an appointment (up to 5 times faster)

- Automation of walk-in consultations and service requests

Benefits for the Clinic

- Increased patient satisfaction and retention

- Decreases in the volume of calls

- Reduction in the time allocated to phone appointment booking (up to 80% of time saved)

- Improvements in employee satisfaction
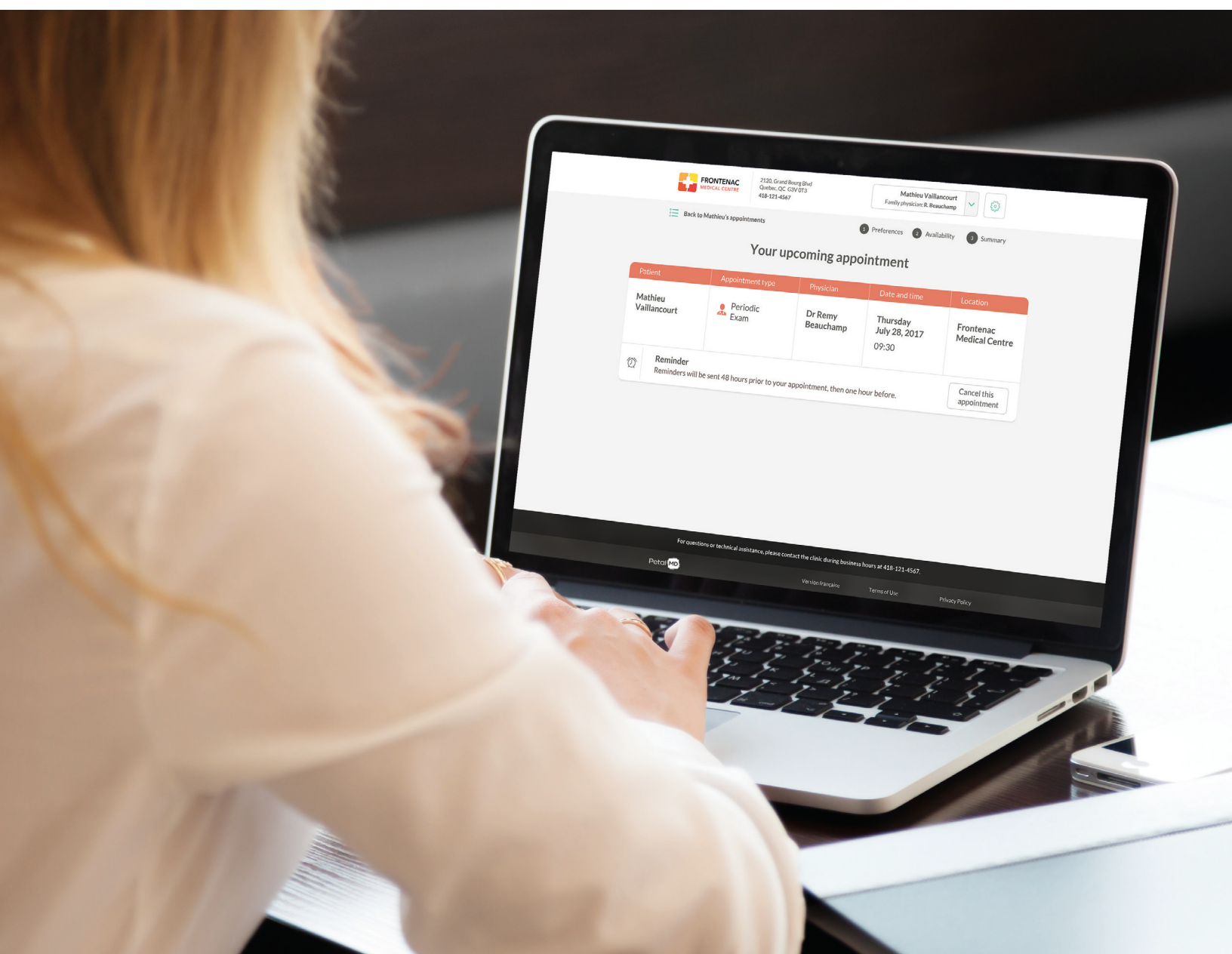
Self-Service Check-In Kiosk

Simplify patient arrival and decrease reception workload.
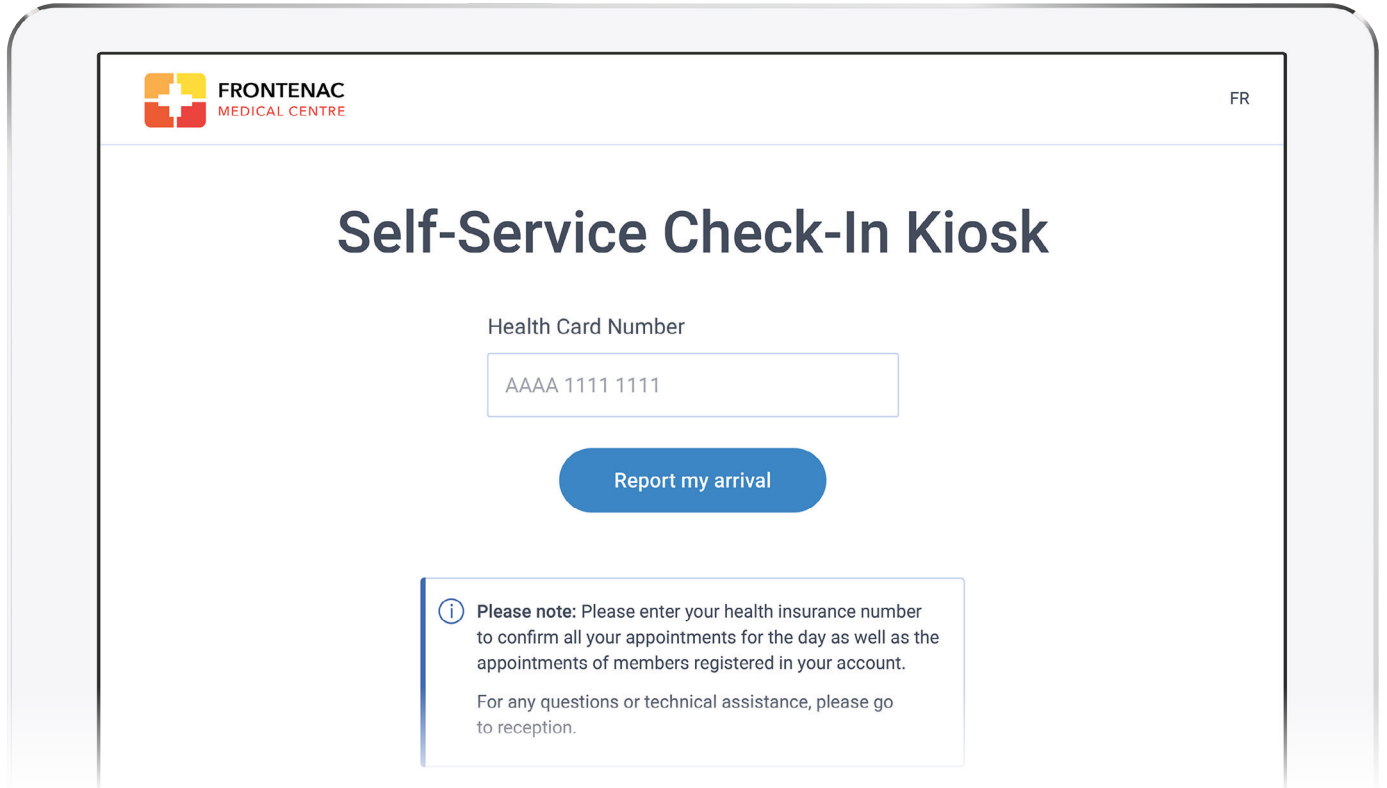
The **Self-Service Check-In Kiosk** module allows patients to quickly and autonomously announce their arrival at the medical clinic. It frees up administrative staff and improves the patient's experience by reducing the line at the reception. This module synchronizes automatically with the medical clinic's EMR.

Key Features

For the medical clinic:

- Recognition and display of the appointment(s) according to the health card number
- Synchronization of the appointment status with the EMR of the medical clinic

For patients:

- Access to the *Self-Service Check-In Kiosk* to announce their arrival
- Possibility to confirm their presence for all appointments scheduled for that day (including family member appointments)

Operation

This module accelerates patient care and saves time for the administrative staff. The day of the appointment, the patient has to be present at the medical clinic and announced his/her arrival at the *Self-Service Check-In Kiosk* by entering his/her health card number. Once the health card number is recognized, the appointment's status is update with the clinic's EMR. If the health card number is expired or missing, a message inviting the patient to visit the reception is displayed.

This innovative feature, which is available for electronic tablets, delivers an intuitive user experience to patients who can announce their presence at the clinic in only few seconds. To guaranty a speedy response, patients are invited to update their information when they book their appointment online or directly at the reception. With the *Self-Service Check-In Kiosk*, administrative staff does not have to manage patient flow during peak periods and thus have more time to spend with patients who are referred to the reception.

Advantages of the Module

- Automatic patient check-in
- Administrative staff can be reassigned to other value-added tasks

- Modernization of internal processes
- Smoother patient flow during reception

Benefits for the Clinic

- Decreases reception workload
- Reduction of administrative costs

- Improvement in patient experience
- Increased staff satisfaction

7 Reasons to Choose Petal Booking

1. Unique Features

Each feature was created to answer the numerous and specific needs of medical clinics and many of these features are innovative and exclusive to Petal Booking.

2. User Experience that Fits your Reality

Each feature and its components have been carefully thought out and developed in collaboration with medical clinic managers and physicians. They are designed to offer the best tools possible to answer your daily challenges.

3. Customer Satisfaction

The general experience of medical clinics, who have participated in this program, is reflected in a 98% satisfaction rate for 2017. This is for the entire implementation process, from the first contact to the solution going live.

4. High-Level Expertise

Petal Booking is part of a large range of productivity tools developed by PetalMD. We are a company with 60 employees including a service and technical support team of 10 consultants. We are devoted to improving your clinic's efficiency.

5. High Quality Standards

Every solution developed by PetalMD is hosted on Microsoft Cloud. The private servers are located in Canada and respect PIPEDA security norms. System enhancements and updates are included in PetalMD's maintenance activities.

6. Turnkey Implementation Service

PetalMD's professional services team of experienced consultants oversees the deployment of Petal Booking. The team presents a project plan with objectives and deadlines; collaborates with your EMR for integration; then configures and deploys the solution.

7. Post-Implementation Support

Once the software has been implemented, PetalMD's customers have access to comprehensive support via an online ticketing system, as well as a dedicated telephone line. The online help center is available 24/7.

Satisfied Users

> *"We are extremely proud to collaborate with PetalMD. The clinic's implementation of the online appointment system is a success exceeding our expectations. It is an effective solution appreciated by our physicians and patients."*

Assistant Director of a medical clinic, Petal Booking user

> *"Petal Booking didn't involve any additional administrative tasks or require learning a new interface for me. It's totally transparent. I mostly hear about it from my patients, who are clearly satisfied with the online portal and the service."*

Physician from a medical clinic, Petal Booking user

> *"It took less than a month for us to see a 90% drop in the number of people waiting outside each morning, which has meant a more manageable workload for our reception staff, particularly at peak hours."*

Assistant Director of a medical clinic, Petal Booking user
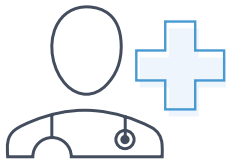
35,000	**1.2 M**	**10,000**
Physician Users	Patients	Work Hours Saved

Petal MD

A Canadian leader in the digital health sector, PetalMD develops innovative web solutions to simplify the daily tasks of physicians and improve the efficiency of healthcare facilities.

For more information, contact a specialized advisor at 1-888-949-8601.

petalmd.com

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