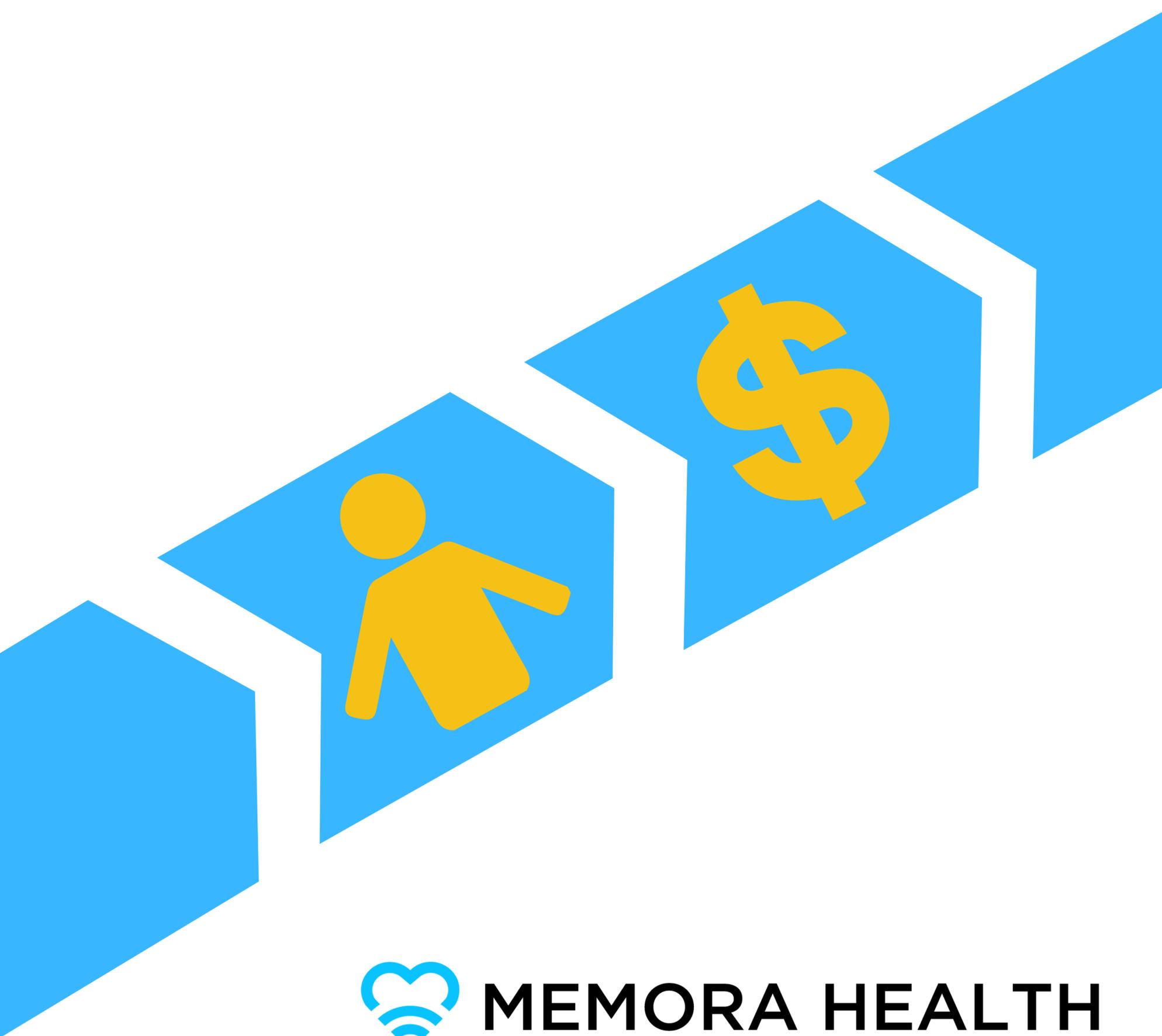


The Real Reasons Patients Skip Appointments

A guide for clinical practices



MEMORA HEALTH

Missed Opportunities

Whether it's burn out, staff shortages, or keeping up with the demands of reimbursement schedules—it is clear that providers must be proactive with practice management.

Patients skipping appointments highlights a costly, but avoidable, pain point. Missed appointments not only waste valuable time, but also cut down practice revenue. Although it is important for patients to put their health first, missed appointments harm both patient and clinician.

In this guide, we've outlined the common reasons why patients miss appointments and steps you can take to both alleviate this costly burden and turn it into a value driver.



2.5 hours staff
time lost per
day¹



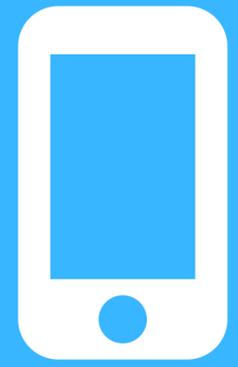
\$150B inefficiency
addressable with
technology²



18% average
revenue lost³

#1 **Forgot or did not know they had a scheduled appointment**

It's easy for patients to forget appointments, especially when scheduled far in advance. Studies show that patients who receive appointment reminders via text message are more likely to show up than those who do not.⁴ Since patients are the pulse of your business, decreasing time between scheduling and the date of the appointment may also be helpful.



95% of people in the U.S. own a cellphone⁵

#2 **Personal issue (transportation, emergency, health, family, work)**

Unfortunately, eliminating appointment cancellations isn't possible, but putting a strategic plan in place can significantly minimize their impact. Drastically improve your no-show rate by sending multiple reminders prior to the appointment, confirming the patient has arranged for transportation to and from their procedure, and creating a wait list to easily add patients to your schedule.

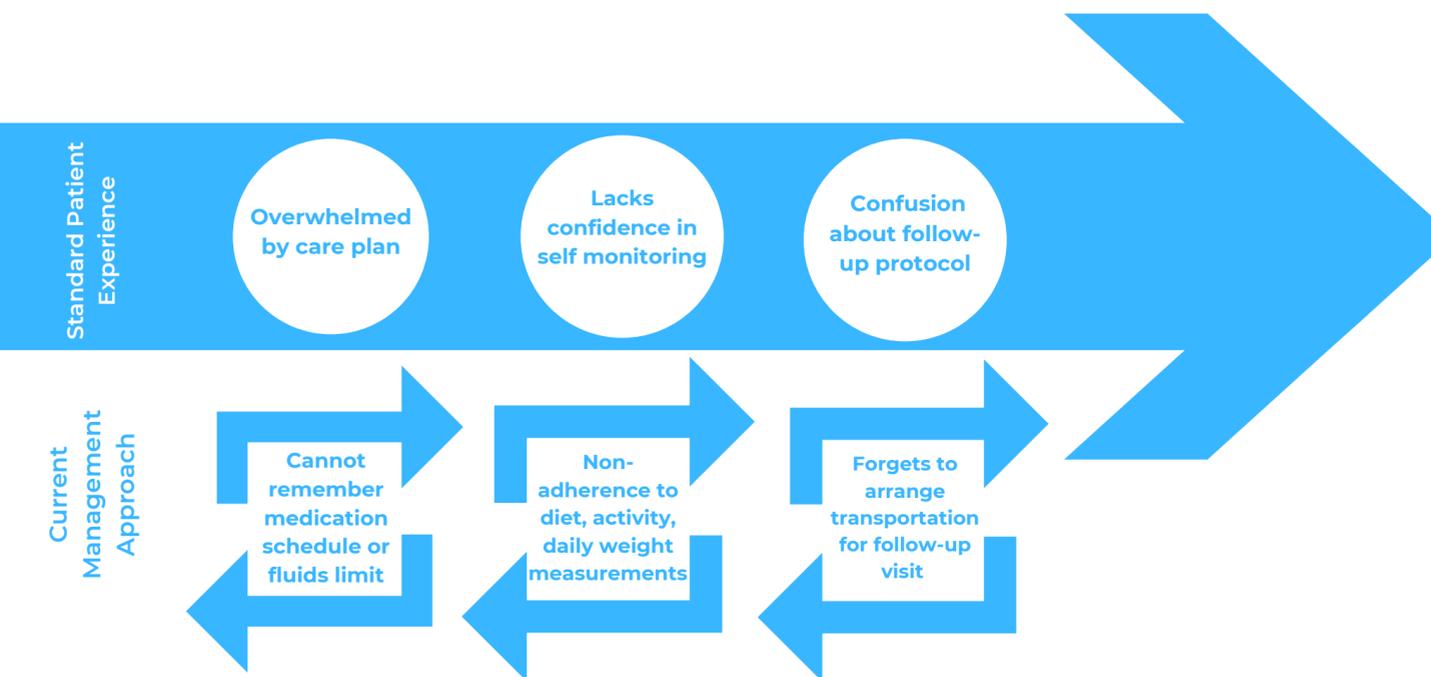


SMS reminders are more cost effective than telephone calls⁶

#3 Nervous about procedure or anticipated diagnoses

Over one third of U.S. adults have difficulty keeping up with their care and only 12% have a proficient understanding of their treatments.⁷

Seeing a doctor can be a daunting task that often makes patients feel anxious and overwhelmed. Even a routine check-up could turn into a laundry list of added responsibilities, making it hard for the patient to comply with their treatments.



Bridging the communication gap between patient and provider will establish a successful baseline from the first to the last follow-up appointment. Engaging patients through the timely delivery of instructions and reminders can help nurture the patient care journey and make them feel at ease.



7% of patients leave a provider because of poor communication tools⁸



Effective engagement can increase revenue by \$3.8M annually⁹

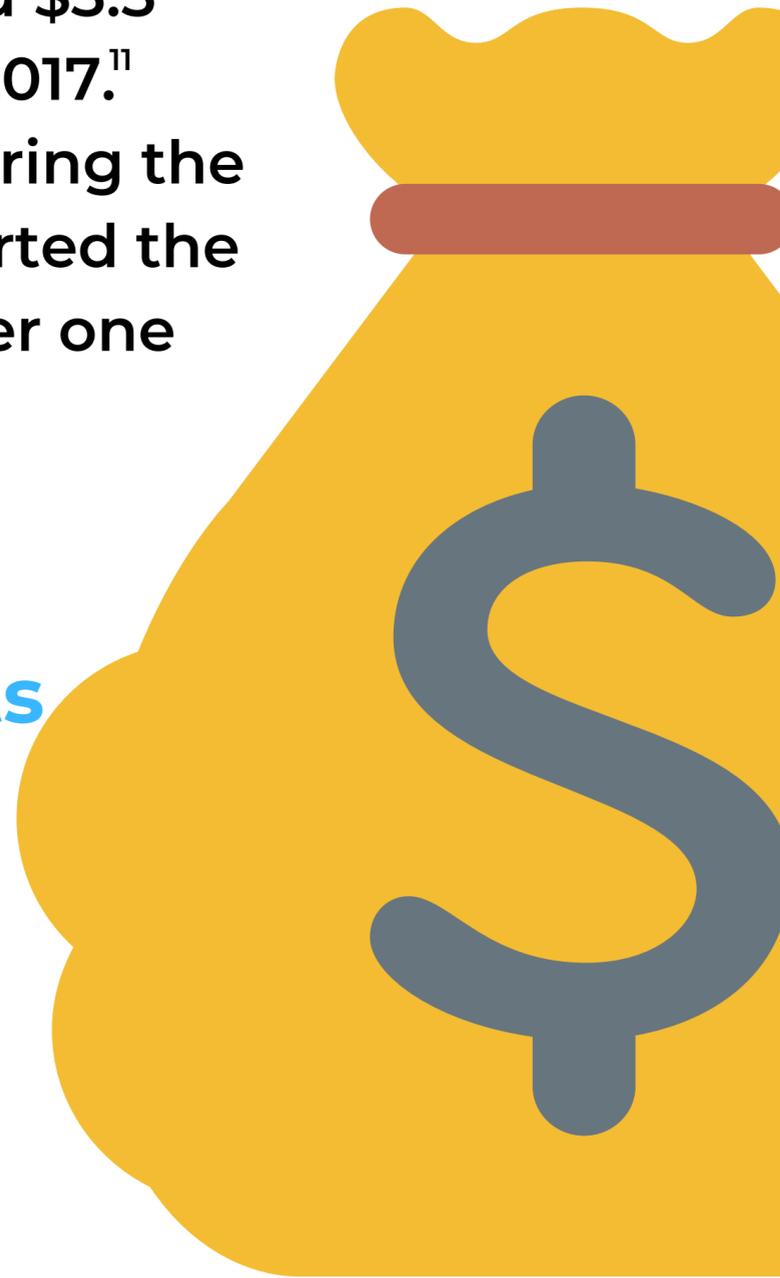


Improved health literacy decreases patient no-shows¹⁰

#4 Doesn't want to pay out of pocket expenses

U.S health care spending reached \$3.5 trillion, or \$10,739 per person, in 2017.¹¹ According to a Gallup poll measuring the healthcare system, patients reported the cost of healthcare as their number one concern.¹²

For some Americans, the burden of healthcare costs can mean choosing between a life saving treatment or food on the table.



Healthcare costs now occupy 18% of our National GDP, a sore thumb that cannot be ignored.¹¹ As a healthcare practice, keeping pricing transparent and offering options such as payment plans, healthcare credit lines, and visit/procedural price lists can help ease the burden of costs.



**Innovative
payment plans**



**Retain patients &
build loyalty**

Impact of Streamlined Patient-Provider Communication

Reducing the burden of appointment no-shows is a constant issue that practices face. A well-implemented appointment management solution doesn't just cut no-shows, it can also improve patient adherence, boost satisfaction, and positively impact your financial performance.

Memora Health offers a modern care management protocol that applies a virtual protocol to augment the reach and productivity of clinical and administrative staff. This process makes truly personalized care, real time evaluation of interventions, and lean operational efficiency possible.

20,000+

Patients Enrolled

\$670

Saved per managed patient

92%

Patient Satisfaction

Patient and Provider Approved.

"I don't really get great instructions on how to take care of myself or take my medicine when I leave the hospital and I get confused. The text messages help me understand how I can actually help myself get better."

[Postoperative Patient, Emory University Hospital](#)

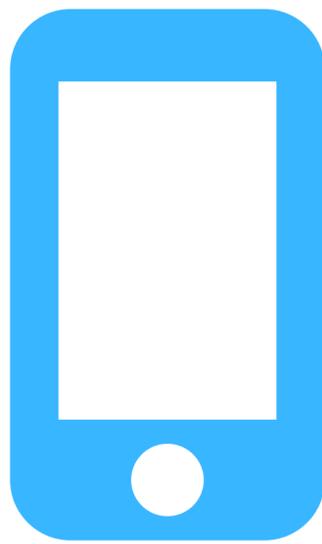
"There's a very viable opportunity to use Memora Health to supplement many of the care continuum tasks I currently do in a way that is useful at triaging patients and collecting data."

[Nurse Navigator, Grady Memorial Hospital](#)



MEMORA HEALTH

Save valuable time, decrease operational costs, and improve patient outcomes.



**Track
Patient
Reported
Outcomes**

**Automate
Outbound
Communication**

**24/7 Support
and
Response to
FAQs**

Pain levels & PROM collection

Vitals tracking

Medication adherence

Surgical site tracking & image capture

Confirm transportation needs

Pre-op Instructions & interactive checklists

Interactive discharge instructions

Time-sensitive reminders

Directions & navigation

Appointment reminders

Responses to simple patient FAQs

Health literacy & education

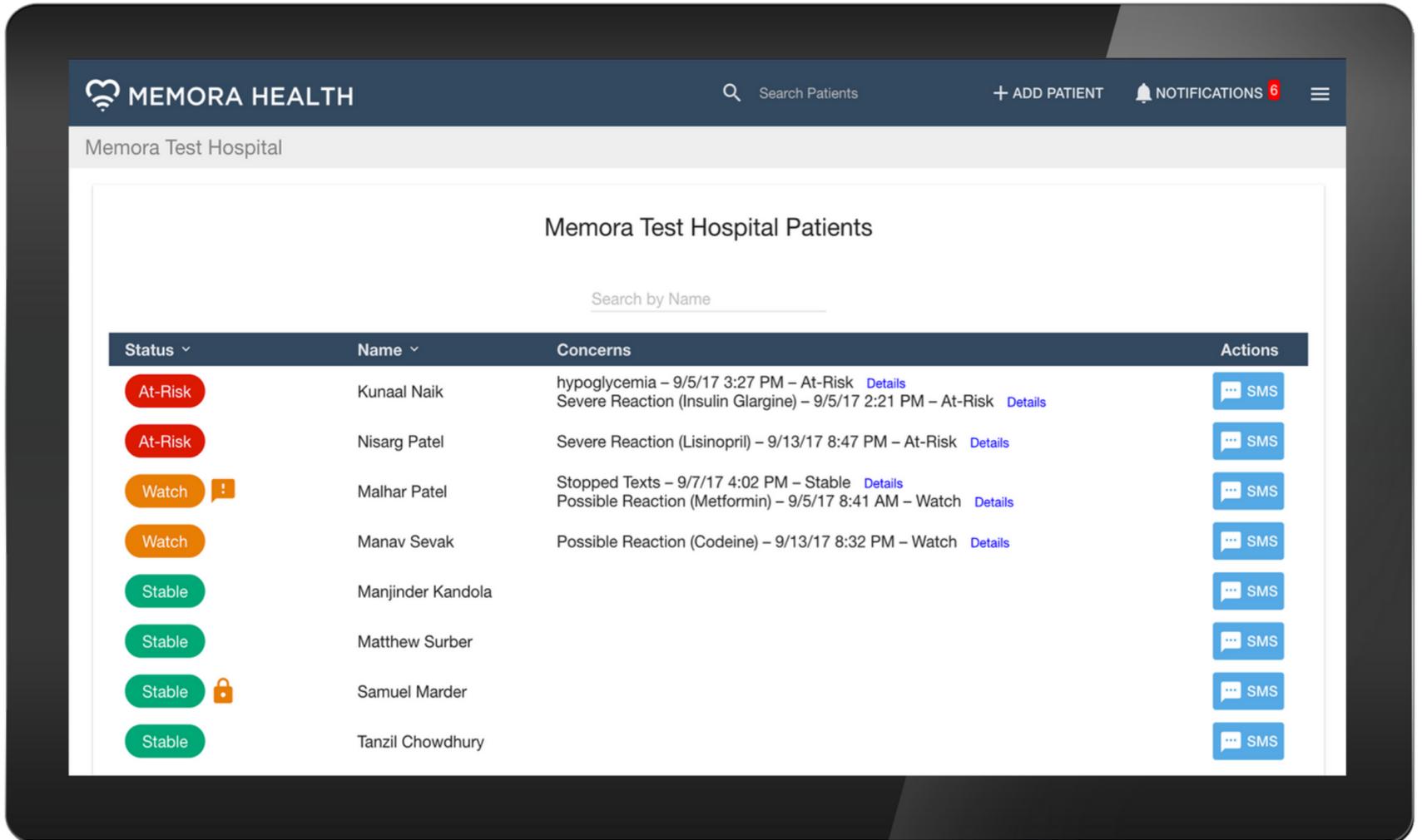
Medication reconciliation

Form request handling

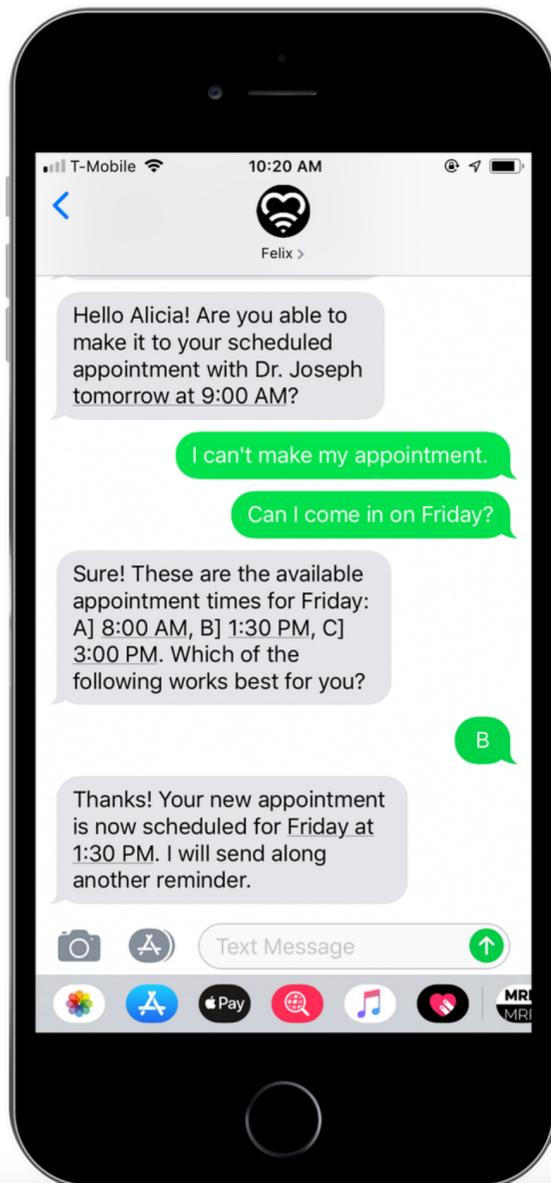
24/7 product support



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No additional logins for staff. No app downloads for patients.





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Footnotes:

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