

# Dialog Health platform saves over 500 staff hours by texting ED discharged patients



## The Case Study

A hospital in New Jersey uses two-way texting to successfully engage with 70% of emergency department (ED) patients after they left the facility, saving hundreds of hours of staff call time.



"By adding text messaging, we can communicate with patients in a manner many of them prefer, which also helps improve satisfaction and engagement. Texting also allows us to achieve other improvements, such as increasing adherence with primary care follow-up and collections."

**Bryan Yarbrough,**  
Director of Integrated Services Marketing,  
Ardent Health Services

## The Summary

IMMC discharged 22,863 patients. Of these, 70% (or 16,045 patients) received the ED discharge text (the remaining patients could not be texted). The Dialog Health platform allowed MMC's ED to achieve the following results:

- 22,863 patients were discharged
- 16,045 received the ED discharge text
- 15,310 did not require a follow-up call

The ED staff only needed to call 7,154 (31%) discharged patients: 6,818 not reached via text and 336 who requested a call via text. That left 15,709 patients who did not require a follow-up call. Assuming an average call takes 2 minutes...

**An estimated annual savings of 523 staff hours through ED discharge texts...that is over 1.43 hours a day.**

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## The Problem

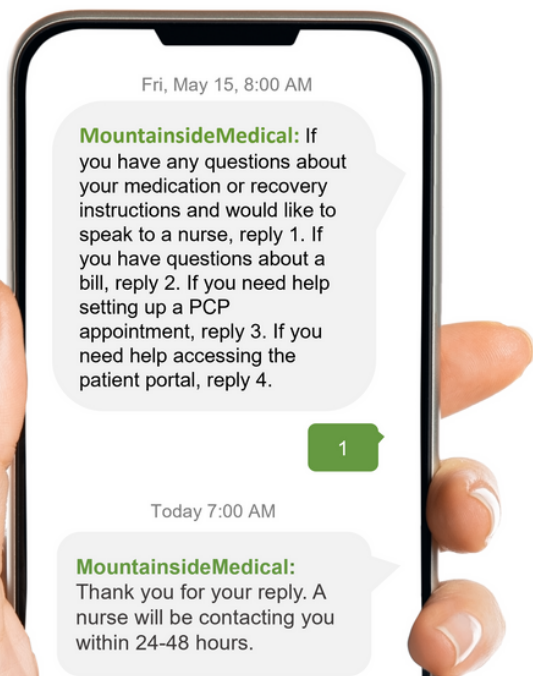
Hackensack Meridian Mountainside Medical Center (MMC) in Montclair, N.J., found that its staff was spending significant time making follow-up phone calls to ED discharged patients. Many of these calls resulted in leaving voicemails and not actually connecting with patients.

## The Solution

IMMC deployed two-way texting with Dialog Health to more reliably and efficiently reach patients following discharge. Texting allowed MMC to not only identify which patients needed further engagement, but the types of further engagement they were seeking:

- Requesting a call from a nurse
- Questions about a bill
- Scheduling a primary care appointment
- Trouble accessing the patient portal

MMC also used text messaging to remind patients to follow discharge and medication instructions, as well as guide them to log in to their patient portal for additional information.



**Case Study**  
**More than 500 Staff Hours Saved**

## The Conclusion

Dialog Health's two-way mobile messaging platform has proven to be an efficient, fast, and cost-effective way to identify which patients need a follow-up call from ED staff at MMC. It has also served as an effective way to direct patients to the hospital's patient portal.

**523**

**ANNUAL STAFF HOURS SAVED**

**70%**

**PATIENTS RECEIVED ED DISCHARGE TEXT**

**95%**

**OF PATIENTS DID NOT REQUIRE A FOLLOW-UP CALL**

Dialog Health's HIPAA-compliant texting solutions are cloud-based, easy-to-use, and proven to improve patient engagement while increasing staff productivity.

Powerful mobile solutions. Better engagement for today's world.

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