

# CASE STUDY: Anesthesia Provider Works With Dialog Health to Increase Patient Engagement, Reduce Manual Outreach, and Improve Survey Participation and Net Promoter Score



## THE PROBLEM:

When Ambulatory Management Solutions (AMS), a national management services organization that supports providers of mobile anesthesia services, brought on a new chief operating officer (COO), she identified that the organization was missing an important communication channel: text messaging. The COO had previously used text messaging when she worked at an ambulatory surgery center and witnessed the value of texting for strengthening patient engagement and improving staff productivity. She saw a similar opportunity for Chicago-based Mobile Anesthesiologists (Mobile) and the other anesthesia practices AMS supported.

## THE SOLUTION:

In July 2020, Mobile deployed two-way texting with Dialog Health to help streamline patient communications and reduce staff workload. Mobile used texting to support a variety of outreach activities, including the following:

- ✓ Prompt patients to complete preadmission documentation via patient portal
- ✓ Reminding patients to arrange for a driver on their date of service
- ✓ COVID-19 screenings
- ✓ NPO ("nothing by mouth") reminder
- ✓ Post-operative surveys
- ✓ Patient satisfaction surveys

## THE RESULTS:

Over a five-month period in 2021, Mobile achieved the following results in its Chicago market:

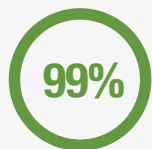
### IMPROVES REACH AND ENGAGEMENT



PATIENT TEXT MESSAGING  
OPT-IN RATE



PATIENT SMS  
REACHABILITY RATE  
(GOOD MOBILE NUMBER)



IMPROVED NET  
PROMOTER SCORE

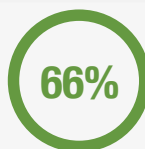
### REDUCES STAFF WORKLOAD



COVID-SCREENINGS  
COMPLETED VIA TEXT  
MESSAGING



POST-OP SURVEYS  
COMPLETED VIA TEXT  
MESSAGING



PATIENT SATISFACTION  
SURVEYS COMPLETED VIA  
TEXT MESSAGING

Since adding Dialog Health, text messaging has helped Mobile Anesthesiologists **increase the percentage of its patients who completed their patient history via the organization's web portal from about 20% to 65% — a 225% increase.** A similar increase was achieved in the number of patients who participate in patient satisfaction surveys. These improvements were achieved while also helping significantly reduce the amount of time staff spent on performing COVID screenings, postoperative surveys, and patient satisfaction surveys.

## THE RESULTS (CONTINUED):

Positive feedback from patients provided via text message is shared with the organization where the patient was supported by a Mobile anesthesiologist and staff. This feedback is also used for internal newsletters, external marketing materials, and anesthesiologist and nurse evaluations.

### INCREASES PATIENT COMPLIANCE



INCREASE IN COMPLETED  
PRE-APPT DOCS VIA  
WEB PORTAL

## THE CONCLUSION:

Dialog Health's two-way text messaging platform has been a gamechanger for Mobile. The organization has relied on texting to achieve noteworthy patient engagement improvements while dramatically reducing the time and costs associated with manual patient communications.



*"With Dialog Health, we're meeting patients where they are; we're interacting with patients the way they're accustomed to, which is their mobile device; and we're communicating with patients in the method they increasingly prefer. Our older patients are preferring texting as well. People don't have time to read emails and often ignore phone calls. Texting is the easiest, most effective way to get responses from most patients.*

*Dialog Health is helping us better achieve our company's goals. At AMS, we talk a lot about the Quadruple Aim. Texting is helping us touch on all those points. It supports our efforts around achieving good outcomes, delivering a great patient experience, improving efficiencies that lower costs, and providing feedback that enhances the healthcare worker experience. It's rewarding to know that we're contributing to the positive changes our healthcare system needs."*

- **Tina Mentz**  
Chief Operating Officer, Ambulatory Management Solutions

### To learn more:

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