

Gastroenterology Case Study

Luma delivered \$64,000 in revenue in just one month

GI Specialists of Georgia, a 24-provider and 15-location clinic group, implemented Luma’s Confirmation, Smart Waitlist, Feedback, and Referral Outreach features. Automating communication across the patient lifecycle led to stellar results:

“We had a sense our cancellation rate was going down, but actually seeing a corresponding increase in revenue for our clinic made it super real for us.”

Beverley Claborn
Practice Administrator
GI Specialists of Georgia



99% DROP
IN PHONE CANCELLATIONS



5% GROWTH
IN SCHEDULED APPOINTMENTS



22% DROP
IN NO-SHOWS



30X BOOST
IN ROI

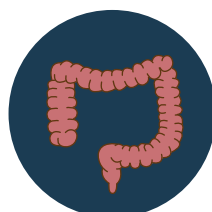
What Luma Can Achieve:

- Detect last-minute cancellations and fill open appointments using a smart waitlist
- Proactively reach out to referral patients to self-schedule an appointment
- Provide HIPAA-compliant secure chat and messaging
- Drive happy patients to leave online reviews
- Send customized, actionable messages (e.g. pre-op instructions, lab results, follow-up care reminders, pricing options for a prescription refill, etc.)
- Drive higher MIPS/ACI scores



Drive MIPS Scores

Thinking about MACRA? Luma improves care coordination for common gastro procedures and high priority MIPS measures:



- Colonoscopy**
- Endoscopy**
- 24-Hour pH Study**
- Hepatitis C Screening for HCC**

Why GI Clinics Should Pay Attention:

- 50% of colonoscopy referrals never actually schedule their procedures
- 25% of patients give up trying to contact a clinic because of communication barriers
- 15% of patients didn’t even know they had to schedule the procedure
- 15-30% of patients (even with polyps) don’t follow up for another colonoscopy

Sources: (US National Library of Medicine National Institutes of Health and Journal of Gastroenterology)