

Healthy Feet Podiatry Hits the Ground Running with Improved Patient Engagement Tools

THE CHALLENGE

Offer a better patient experience

Healthy Feet Podiatry, a longtime client of NextGen Healthcare, wanted an easy-to-use patient engagement solution that would enable them to interact with patients on a more personal level. Compatibility with NextGen Office EHR was also a priority.

“We needed an all-in-one solution that was approachable not only for our office but for patients as well,” said Heather Polson, office manager for Healthy Feet Podiatry. “Our goal was to increase patient numbers by improving our patient engagement capabilities.”

Healthy Feet Podiatry knew effective health IT training would play a pivotal role in improving the patient experience. As with any medical practice, there was concern that staff, particularly those who were recently hired, would have a difficult time adapting to a new solution.

THE SOLUTION

Smart tools right under their feet

The search was not long before Healthy Feet Podiatry discovered Doctible.* The patient communication platform, which integrates with NextGen Office, had the tools they needed to improve reputation management, online scheduling, and patient reminders.

“Doctible provides everything that we were looking for to reach out to our patients seamlessly and effectively,” said Polson. “It also allows us to stay with the same EHR/PM platform.”

CLIENT PROFILE

Healthy Feet Podiatry

Location: Four locations in the Tampa, Florida region

Background: Healthy Feet Podiatry doctors specialize in conservative and surgical treatment of the foot and ankle.

HEALTHCARE SOLUTIONS

- NextGen® Office EHR
- NextGen® Office PM
- Doctible

HIGHLIGHTS



Built easy training experience for staff and new hires



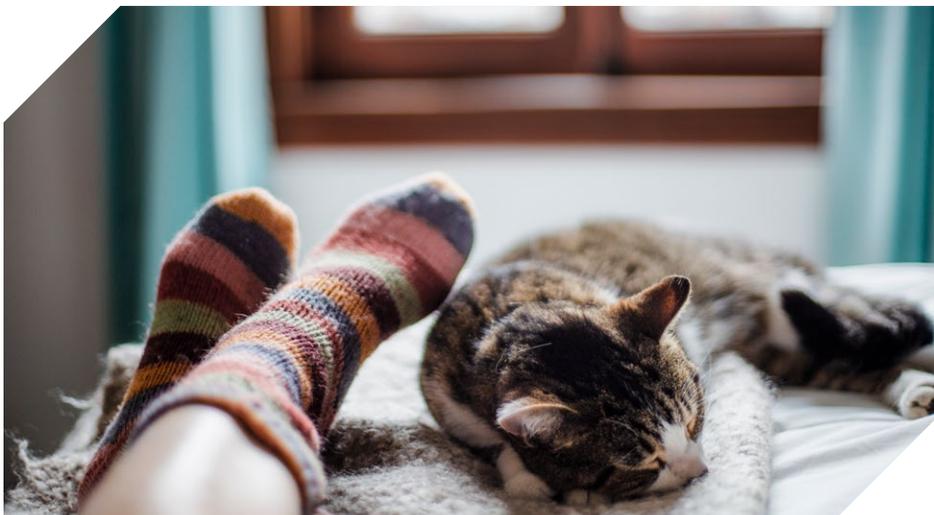
Decrease in no-shows



Increase in patient interaction and Google reviews

63%

Increase in new patients in one month (August 2021)



An understanding trainer goes a long way

Upon implementation of Doctible, staff at the practice's four offices needed to learn to master the solution quickly.

"Learning a new solution always comes with some learning curve," said Polson. "The NextGen Healthcare representative was patient and willing to work with staff one-on-one every step of the way."

The representative worked with staff at each office to help them become familiar with Doctible's features. The training took just over a month; however, NextGen Healthcare continues to help staff develop new ways to achieve better results in patient engagement.

"With NextGen Healthcare, we've had an easier experience as far as learning the solution and teaching it to staff and new hires," said Polson. "We're also happy that they provided resources that help our patients use the solution."

THE RESULTS

Better responses from patients fuel success

"Since integrating Doctible with NextGen Office, we have noticed an increase in patient interaction and Google reviews," said Polson. "It's evidence that the technology has enabled us to stay in better touch with our patients while making it easier for patients to stay in touch with us."

Doctible enables patients to leave a Google review as well as send a private message to the office. They can also text the office staff. According to Polson, improving patient engagement was a key factor in the 40 percent increase in new patients during August 2021.

Healthy Feet Podiatry can examine patient engagement activity based on reports that measure patient flow for the day or week. The metrics gathered reveal how no-shows have dropped since patients have become more connected with the practice.

Keep patients happy and save time

Doctible saves the practice time by allowing staff to communicate with patients through the computer instead of the phone. Patients appreciate appointment reminders via text or email and the ability to easily share photos of their feet for their doctor to review before a visit.

"With Doctible, our practice is thriving," said Polson. "Patients are more engaged in their foot care because they regularly receive pre-visit notifications and other helpful resources."

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Heather Polson
Office Manager
Healthy Feet Podiatry

HOW CAN WE HELP?

Contact our Preferred Partner AVS Medical: 877-975-9160 / sales@avsmedical.com

*Doctible is a patient communicator and retention platform that helps keep patients engaged and your calendar full. NextGen® Office partners with Doctible to help clients grow their businesses.

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