

Digital Call Deflection

Reduce hold times and inbound call volume while providing a better experience for both patients and staff. Luma's Digital Call Deflection, connected to your EHR-integrated Luma workflows, redirects patients waiting on hold to get answers and take next steps using SMS.

THE PROBLEM

Increasing Call Volumes

Leaving patients to wait on hold—or hiring more staff to handle inbound calls—isn't a great experience for patients or staff.



20% of patients would **change providers to avoid long hold times**



60% of patients **hang up after a minute on hold**

AMPLIFY YOUR REACH

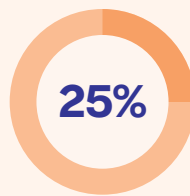
Fewer Inbound Calls, Shorter Hold Times

Digital Call Deflection lets patients switch to self-service SMS instead of waiting on hold. It reduces calls your staff need to handle and the risk of losing patients and potential revenue to abandoned calls.

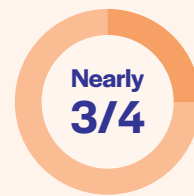
»» Luma Community Outcomes



of patients opted for SMS, **saving more than 15,000 minutes** manually scheduling mammograms and DEXA scans.



of patients **switched to SMS for a self-scheduling link** rather than wait on hold.



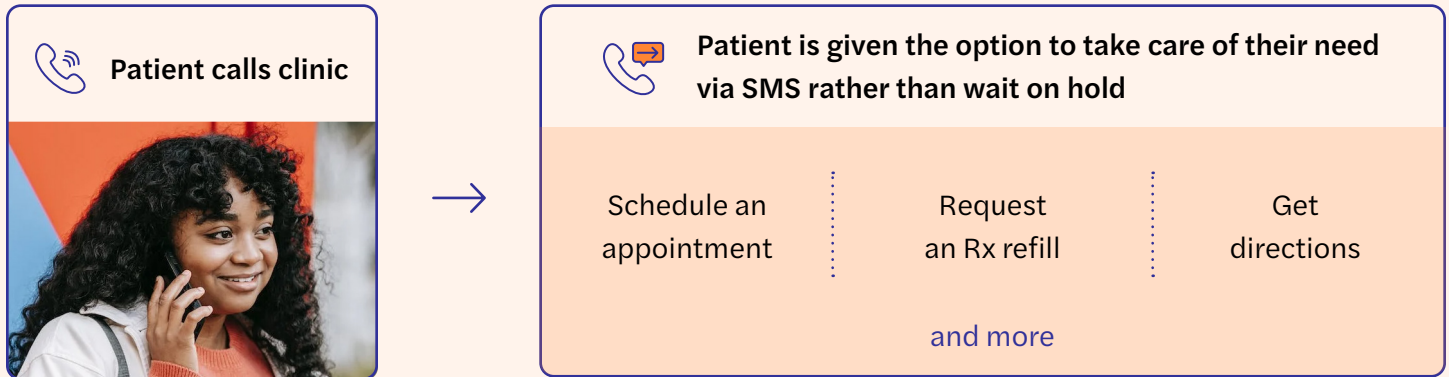
of patients who **chose to self-service via SMS** did so to schedule or manage their current appointments.



Powerful Self-Service SMS Chat Flows

Luma's self-service, customizable, and conversational SMS chat flows are designed to get patients to the next step quickly and easily, avoiding frustration or repeat calls.

>> Example workflow



>> Customize your workflows with Digital Call Deflection



With Luma Scheduling

Link to schedule a new appointment



With Appointment Management

Receive a link to view upcoming appointment details, confirm and cancel appointments



With LumaBot


View and reschedule appointments, request an Rx refill, send staff a question, and more



With your preferred third party

Send links to directions, your patient portal, education resources, etc.

“As a federally qualified health center, we need to serve as many patients as possible while reducing strain on our staff. Digital Call Deflection has diverted 25% of our callers to a self-service text message, ultimately helping them get what they need while our staff focus on more complex calls.”

Evelin Manzanares, COO |  **GPW Health Center**
Dedicated to Your Health

Want to expand your digital front door?

Schedule a call with us at info@lumahealth.io