



Mile Bluff Medical Center Drives \$200K in Additional Annual Revenue with Luma

THE PROBLEM

High no-show rates impacting patient care and revenue

At Mile Bluff Medical Center, located in south central Wisconsin, staff and clinicians always go the extra mile to give patients a stellar experience. But manual schedule management was a real challenge, contributing to high no-shows, unfilled appointment slots, and delays in care. Staff spent hours on the phone each day confirming appointments, while also trying to fill new openings. Same-day cancellations were nearly impossible to fill.

“People have busy lives. But, if they forget about an appointment, it’s a domino effect for their own care, for our providers, and for other patients who could have been seen at that time,” said Randy Brandt, PA-C, a longtime provider and clinician-IT liaison. Janie Jones, Mile Bluff’s Patient Access Supervisor, added, “Our providers are often fully booked, and patients would call to make a same-day appointment and we didn’t have anything to offer them.” Mile Bluff turned to Luma to fill schedule gaps more efficiently and to help automate time-consuming staff workflows.



Mauston, WI



MEDITECH EHR



Regional Health System

20%

fewer appointment no-shows achieved within 7 months

350+

staff hours saved

2,000+

days saved for patients



I recently saw a patient who would have had to wait weeks for an appointment without the Luma waitlist. As a provider, it brings me joy when patients say that our technology was easy to use.”

Randy Brandt, PA-C
Physician Assistant and Clinician-IT Liaison



THE SOLUTION

Automated consumer outreach, deeply integrated with MEDITECH

With Luma, Mile Bluff automates staff work – and consistently sees fuller schedules, with fewer no-shows. “There’s a lot of cognitive load on our staff throughout the day, and calling patients to make sure they’re coming in is just one more thing to keep on top of,” said Brandt. Mile Bluff’s no-shows dropped by 20% within weeks of implementing automated Luma outreach, capturing nearly \$200K in previously lost appointment revenue annually.

When patients do need to cancel, the open slots are now being filled more consistently, saving hundreds of hours of staff time and getting patients in sooner. “Staff previously reviewed the EHR each morning to find openings, then called patients one at a time,” said Jones. “It was stressful. Now, it’s so much easier – we’re reaching the patient population faster and more efficiently.”

Deliver access, efficiency, and revenue outcomes like Mile Bluff Medical Center:



Offer more timely care

“I approach technology as a patient advocate,” said Brandt. “Getting patients in the door sooner has a downstream impact on their care – especially if they need lab work or imaging or have a chronic condition.”



Customer Outcome

Within 3 months, waitlist offers saved Mile Bluff patients 2,000+ cumulative days of waiting for appointments.



Improve service utilization

“We have days where there aren’t a lot of providers in the clinic,” and utilizing available appointment slots effectively is critical, said Jones.



Customer Outcome

More than 26% of waitlist offers are automatically filled, with no staff intervention – all while seamlessly updating the schedule in MEDITECH.



Capture more revenue

Mile Bluff sees over 6,500 clinic visits every month, in addition to high-value visits like rehab and imaging. Reducing no-shows and their impact on revenue was the “number one objective” with Luma, said Brandt.



Customer Outcome

Mile Bluff has consistently maintained their 20% no-show reduction with Luma month-over-month, capturing nearly \$200K in annual revenue.

Deliver consumer access that ensures better healthcare outcomes – schedule a Luma demo today.