

# One tool to improve operations and grow referral volume

## Build a strong referral network in less time with less staff.

For specialty care practices, referrals are crucial for growth and financial stability. However, quality referrals depend on completion of timely communication from the referring clinic.

Without high-quality, pertinent patient information, processing referrals becomes an operational nightmare fueled by faxing, follow-up emails and frequent phone calls. Improving referral quality and communication allows the practice to grow and provide quality care in an efficient and timely manner.

AristaMD's platform enables the practice to:

- ☑ Achieve operational efficiency
- ☑ Grow appointment and referral volume

## Achieve operational efficiency

Managing patient referrals from multiple sources is a major operational challenge. Most specialty practices struggle to improve efficiency and streamline the referral process while managing staffing shortages.

Manual processes also make the practice more vulnerable to staff turnover that leads to:

- ☑ Inappropriate referrals
- ☑ Incomplete referrals
- ☑ No-show appointments
- ☑ Referral leakage

## What are the benefits of referral management?



Increases referral volume and quality



Decreases the cost of referral processing and tracking



Makes the practice a preferred referral partner



Expedites appointment scheduling for patients



Improves patient care coordination between clinics

Specialty care clinics turn to AristaMD to avoid these challenges. Our referral management platform allows staff to:

- ❑ Track and manage referral activity.
- ❑ Prioritize referrals that need follow-up.
- ❑ Review new referrals at a glance.

As a result, the practice uses fewer resources to book appointments, process referral paperwork and quickly communicate with the referring practice and the patient.



## Grow appointment and referral volume

There are two ways specialty care clinics can capture market share ❑ book more appointments from existing referrals and increase the number of patients referred to the practice. AristaMD helps achieve both of these goals.

### More appointments

The easiest way to grow your practice is to prevent referral leakage by scheduling referred patients faster. Only about half of referrals result in a visit to a specialist, meaning patients do not receive appropriate care, and the practice does not capture the referral revenue. Increase the conversion of referrals to patients with tools that accelerate appointments booked, such as:

- ❑ Referral forms to capture patient information faster.
- ❑ Custom questions to confirm that the referral is appropriate and routed to the right sub-specialty.
- ❑ Insurance and network verification when the referral is submitted.
- ❑ Text messages to alert the patient that the referral is received and to expect a call from the practice
- ❑ Schedule reminders and assign tasks to referral coordinators to confirm referral information is complete.

The same powerful tools that improve operations also minimize unbooked and no-show patients. These tools not only reduce referral leakage but also help grow your referral volume.

❑ We always do what is best for the patient. But, if I have the choice between two specialists and all things are equal, I❑ go with the one who is on AristaMD.

Practice Administrator  
Internal Medicine & Pediatric Practice

## More volume

Marketing specialty care to primary care providers is time-consuming and yields inconsistent results. Many clinics still use a patchwork of spreadsheets and provider notes to refer patients — a process that fails to account for the complexity of insurance and specialty care. Efficient referrals require the practice knowing:

- ☑ Insurance participation
- ☑ Sub-specialties available
- ☑ Nearest location

Staff at the referring practice also want to avoid faxing paperwork, follow-up phone calls and rework when a patient is referred to the wrong specialist. Often these incorrect referrals are due to insurance coverage, lack of available appointments and a mismatch of specialty or sub-specialty services. AristaMD includes all of this information within the referral process to eliminate effort for the referring and receiving practice.



## How do referral services from AristaMD promote referral volume?

### Encourage patient referrals with online submission

Boost referral volume with a desktop shortcut and easy online entry preferred by referral coordinators. With AristaMD, referral submission is only one click away.

### Promote your practice with emails and postcards

Highlight the benefits of online referrals to existing and new referring providers. Show clinics how to refer without fax and phone calls using a simple, online form.

### Increase volume by closing the referral loop

Become a preferred specialist by offering care continuity. PCPs that receive feedback about a specialist visit are more likely to refer again.

For more information or to request a demo, contact us at [info@aristamd.com](mailto:info@aristamd.com) or visit [www.aristamd.com](http://www.aristamd.com).



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