

# Benefis Health System makes access convenient with online scheduling

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Benefis Health System implemented Experian Health's Patient Schedule solution for online scheduling to make accessing care easier.

## Client

Benefis Health System is the largest health system in north central Montana, with:

282 providers

40+ specialties

164,000 patients

38,000 square mile service area

## Challenge

Benefis Health System was undergoing a project to improve their digital presence online, including an updated website. As a part of that project, they wanted to incorporate online scheduling to make access to care easier for their patients.

Prior to implementing online self-scheduling, patients of Benefis Health System were required to call the office to book an appointment. Depending on the time of day, patients might have gotten through to a scheduler, or they might have had to leave a voicemail or be placed on hold. Benefis Health System wanted to offer another, more convenient way for patients to schedule care on their own.

## Resolution

Benefis Health System partnered with Experian Health to implement Patient Schedule, a white-labeled online

scheduling solution. This enabled self-scheduling on the Benefis Health System website that guides patients to the right doctor and allows them to book appointments in real time.

Now, with online self-scheduling, patients have the opportunity to schedule an appointment online with any provider, regardless of time of day. The solution leverages powerful decision support, which guides patients directly into the appointment type and provider necessary for the treatment they need. It's good for patients and providers, as the solution's accuracy prevents any misplacement of patients to the wrong provider or appointment type.

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**“It's important to provide our patients with the absolute best access channels to quickly and seamlessly connect with the care they need. Experian Health's solution guides our patients to the right care and digitally connects them with a confirmed appointment.”**

— Kaci Husted, Vice President, Benefis Health System

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### Results

Due to its convenience, patients immediately started self-scheduling online. In addition to a more positive patient experience, Benefis Health System has experienced the following results:



#### Improved access

Patients of Benefis Health System have used the system to book many appointments outside of office hours, with **50% of its patient base booking after hours**. Online scheduling gives patients the flexibility they need to find and book appointments when it's convenient for them, which means easier access and improved satisfaction.



#### Better access to urgent care

One of Benefis Health System's urgent care centers has seen a large uptick in online self-scheduling. In fact, **52% of patients are scheduling appointments online** for that location.



#### Ongoing improvements

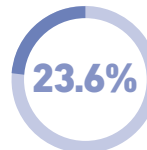
With analytics as a feature, Benefis Health System is able to track how many patients come into the online self-scheduling process, as well as, when and where they might fall out. They can see the pitfalls, where things may need to be tweaked or manipulated, and then make those changes in real time to drive better conversion rates. Currently, **23.6% of patients who start the process are converting to a booked appointment**, which is an excellent conversion rate compared with other industries such as airlines (22%) and online travel agencies (11%).



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