

The Philips logo is displayed in a white rounded rectangle with a blue border, set against a background of a hospital building and trees with autumn foliage.

Patient navigation

# Reducing no-shows & poor prep with patient engagement

A retrospective cohort study<sup>1</sup> with Yale New Haven Hospital's Department of Radiology and Biomedical Imaging

Philips teamed up with Yale New Haven Hospital's Department of Radiology and Biomedical Engineering as part of a quality improvement initiative to help reduce the no-show rate, improve patient preparedness for scans, improve patient satisfaction, and ultimately increase revenue for the hospital. Following the success of the Computed Tomography (CT), Positron-Emission Tomography (PET) and Nuclear Medicine preparation programs, Yale New Haven Health System and Patient Navigation Manager are partnering to expand the pre-visit navigation program to all scheduled diagnostic imaging examinations throughout the Yale New Haven System.

**8.6/10**

Patient satisfaction

**12.8%**

Reduction in no-shows and late cancellations

**12.5%**

Increase in total completed appointments



The CT, PET, and nuclear medicine programs delivered precisely timed surveys, appointment-specific education, and navigational instructions via text message and web-hosted modules. Patients were sent tailored surveys, instructional content and important time-sensitive information such as NPO and medication-adherence messaging, all of which was based on appointment and patient-specific characteristics.

The Philips and Yale New Haven Hospital partnership tested the impact of time-released, text message navigation on the show rates for patients scheduled for CT and PET scans as well as the rates of poor preparation among patients scheduled for PET scans over a three-month period.

### The results

The text message-based outreach program was delivered to a total of 6,610 patients with exams scheduled in November of 2019 through January of 2020. The average patient satisfaction with the digital navigation program was 8.6 out of 10 based on 787 patient responses. The combined no-show and late cancellation rate was reduced by 12.8% relative to the same three-month period from the prior year. Finally, the overall completion rate for patients enrolled in Philips increased from 63.4% to 71.3% (a statistically significant increase of 12.5% in total completed appointments) — a notable improvement in staff and equipment utilization. Yale New Haven Health and Philips are now partnering to expand this pre-visit navigation program to all scheduled diagnostic imaging examinations throughout the entire health system.

<sup>1</sup> Data is based on research conducted in conjunction with Yale New Haven Hospital. Results of customer experiences or case studies are not predictive of results in other cases. Results in other cases may vary.

† "T-0" represents the procedure date. All other time points represent the specified number of days before the procedure date.