

# Scottsdale Medical Imaging “Makes Patients for Life” with West Notifications

TELEVOX SOLUTIONS

There's no such thing as being too proactive when communicating with patients about annual mammograms. To build on the success of magazine articles and inserts, luncheons, 5K runs and other local promotional efforts, Scottsdale Medical Imaging has experienced consistently high response by reaching out to past due patients with a brief automated phone call.

“By reaching out to women who are only 30 days past due, we're often connecting with them before their regular doctor,” says Jay Bonner, Contact Center Director for Scottsdale Medical Imaging. “Our patients are impressed that we're monitoring their health so closely, and we're building relationships with them for any of their future imaging needs.”

That relationship building is a major part of the program's success. While mammograms are fairly low-dollar exams (roughly \$200), the fact they're needed annually draws patients in to experience the practice and the outstanding service they will receive. If there are irregularities, patients have proven to be likely to return back to Scottsdale Medical Imaging for MRIs, ultrasounds or other additional imaging. The value of the mammogram efforts to the practice isn't so much the screenings themselves but the gateway they provide to other imaging.

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Contact Center Director

“By connecting with patients for routine mammograms, we're making patients for life,” says Bonner.



- 20% conversion rate from automated annual mammogram notifications
- \$240,000 in additional annual appointment revenue generated from notifications
- Routine mammograms make patients more likely to return for other imaging needs



As for the mammograms themselves, Bonner has been thrilled with response rate to the West automated phone calls. Currently, the practice targets any patient who has ever been in for a mammogram and is 30 days past due for their next one. She estimates that 20% of those contacted use transfer options in that automated call to speak directly with the staff about scheduling an appointment. With an average contact list of 500 patients each month, West outreach helps schedule approximately 1,200 mammograms annually – a figure that translates to \$240,000 in additional appointment revenue.

Bonner also notes that National Breast Cancer Awareness Month in October creates a heightened awareness among patients that is reflected in the response rate to West notifications during that month.

“We’ve certainly seen a spike in the response rate during October,” says Bonner. “It’s a great testament to how our promotional efforts work in tandem with breast cancer awareness campaigns on a national level.”