

4 Reasons Online Appointment Booking is Good for Business

Primary care clinicians are busier than ever before and so are their clinic staff. Take back time spent on booking appointments and redirect it toward patient-centred activities. Online appointment booking (OAB) allows patients and their caregivers to request, or directly schedule, virtual or in-person appointments with their primary care clinician using a computer or mobile device.

OntarioMD (OMD) can help you realize the benefits of OAB:

1. Reduce 'no-shows' and increase revenue

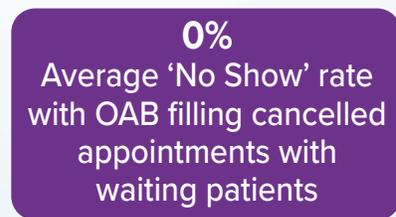
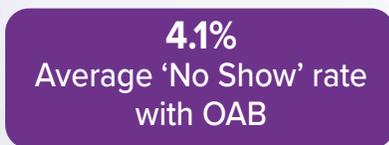
Example¹:

Dr. A. works in a fee for service model and sees 24 patients per day when they all show up. OHIP pays her \$62.27² for each visit. If 2 patients per day, on average, don't show up, that gives Dr. A. an 8.3% 'no-show' rate and she loses \$124.54 per day. This revenue loss can be compounded to \$622.70 per week / \$28,644.20 per year (based on 46 working weeks per year). By using online appointment booking (OAB), Dr. A. can reduce her no-show rate significantly. Her patients get reminders of their appointments making it more likely that they will come in, and she loses much less revenue.



2. See wait list patients sooner and fill all available spots to maximize revenue

Now imagine that Dr. A.'s staff know that some of her patients have canceled their appointments. Dr. A.'s OAB system has a communication feature that can message patients to ask them if they would like to come in today because they would like to see Dr. A. earlier than their scheduled appointment. That reduces Dr. A.'s no show rate even more and keeps more revenue in Dr. A.'s pocket.



3. Reduce time staff spent booking appointments and improve practice efficiency³

Patients can book their appointments online and Dr. A.'s staff approve them. This allows Dr. A.'s staff to spend time doing more valuable tasks that have a direct benefit to patient care. Staff feel more productive and patients have a better experience during their visits.

8+ minutes
of staff time per call



1 minute
of staff time per online booking



90%
of Canadians would be likely to book an appointment online

4. Increase your preventative care bonus

OAB lets you communicate with patients who need preventative care and then lets them schedule their appointments at a time that's convenient for them. When more patients come in for preventative care, you can increase your preventative care bonus by a corresponding amount.



20%
more patients coming in
for preventative care



OMD Advisors can help you choose the right OAB for you and secure funding to help you implement this valuable tool in your practice. Contact us at support@ontariomd.com or **1-866-744-8668**. You can also get more information from an OMD clinician Peer Leader who uses it, or at an upcoming OMD Educates event.

¹Examples are for illustrative purposes only. Some doctors may have lower no-show rates and some may have higher rates. For Canadian average no-show rates, please see <https://cmajnews.com/2020/01/21/noshows-1-1095840>

²OMA Economics, Policy & Research; based on the 2019-20 primary care payment budget and OHIP billing claims.

³<https://auctusgroupconsulting.com/billing-blog/2019/02/27/5-reasons-why-appointment-scheduling-is-essential>



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