

The background features a light blue sky with several overlapping light blue circles and a dark blue crescent moon. Scattered throughout are stars in various colors: black, yellow, green, red, and light blue. A thin blue horizontal line is located in the top right corner.

# An Engagement Solution You Won't Lose Sleep Over

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# Providing Results & A Positive ROI

## Innovative sleep center uses engagement technology to prepare patients and encourage attendance



### A Shared Struggle

Like any healthcare organization, the struggle for sleep centers is conceptually simple – do more with less. At every touchpoint along the continuum of care, providers need to extend communication with patients and increase adherence to instruction, while requiring little to no additional effort from staff. Finding a solution to this challenge, however, is more complex. A solution must provide concrete results that show an enhanced patient experience and positive return on investment.



### Extending Communication with Patients

A successful solution should incorporate a channel of communication between patients and providers outside of the inpatient setting. Prior to studies, sleep centers need to ensure patients are fully prepared and know what to expect. Additionally, beyond such preparatory education, providers must be able to efficiently reach patients to reinforce class attendance for Obstructive Sleep Apnea (OSA) and encourage consistent use of Continuous Positive Airway Pressure (CPAP) therapy.



### Results and a Positive ROI

Patient knowledge and adherence to medical instruction is crucial, not only for patients, but for the success of a healthcare organization. For sleep centers, there is a clear financial benefit to improving patient attendance and reducing appointment no-shows. Additionally, educating and preparing patients contributes to a satisfactory experience, which is central to improving patient loyalty and referrals.

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# Improving No-Show Rates, Patient Prep & Workflow

Mercy Hospital Northwest Arkansas, Mercy Sleep Center – Rogers

## The Business Challenge

The Sleep Center at Mercy Hospital Northwest Arkansas faced limited staff resources to educate and prepare patients for sleep studies. With just a two-person staff, patient consults were often under time-constraint, making it difficult to ensure all information was fully understood. And, despite these consultations, patient no-show rates remained high.

## The Solution

The Sleep Center sought to improve both its process bottleneck and patient preparation. Despite initial skepticism, staff watched the relevant Emmi® programs and realized they contained the same information that was currently shared with patients. Additionally, the programs explained the necessary information thoroughly and at an appropriate patient level. The Sleep Center now prescribes Emmi programs during the scheduling process and instructs patients to watch them at their convenience prior to their sleep study.

## The Results

By standardizing patient preparation with Emmi programs, the sleep center:

- + Saved approximately 25 staff hours per week for a two-person staff<sup>3</sup>
- + Reduced patient no-show rates by 51 percent<sup>4</sup>
- + Attained a more engaged and informed patient population
- + Increased staff buy-in of the effectiveness and usefulness of Emmi programs



**51% reduction in no-show rates**



**25 hours saved per week for a two person staff**

## Estimated Increased Revenue for a Sample Sleep Center

Sleep studies per month	100
Revenue per study	\$1,000

No-shows per month	10%
No-show reductions	50%

Expected no-shows	10
Reduction in no-shows	5

Est. increased monthly revenue	\$5,000
Est. increased annual revenue	\$60,000

<sup>1</sup> Weaver, PhD, RN, FAAN, Terri. "Adherence with Continuous Positive Airway Pressure (CPAP)." Nov. 2013.

<sup>2</sup> Based on analysis provided by Mercy Sleep Center; 100 patients x 5-day week, 15 min. x individual consultation prior to implementing Emmi programs

**ALEXANDRA LANG**

ALANG@EMMISOLUTIONS.COM  
P 312.568.4068