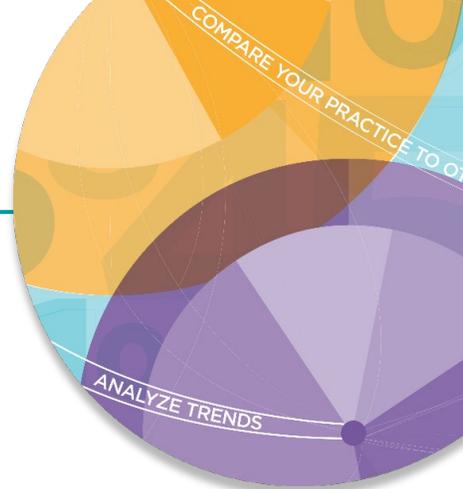


Practice Success Story



Very Busy Physician with Revenue Below His Peers

The Issue:

Our busy oculoplastic surgeon had a packed schedule. Patients needing his expertise called to make an appointment, but the doctor was so booked staff couldn't find openings to get them in. But, the revenue being generated by this doctor did not follow. We compared his annual revenue and his revenue per visit to benchmarks of other oculoplastic surgeons in the ASOAnalytics database; it showed there was room for growth. But how could this be when his schedule was so full?

What We Did Next:

The information from ASOAnalytics gave us direction for further investigation. I began looking at the types of patients on his schedule and discovered he was seeing glaucoma and other general ophthalmology patients. Staff were filling his schedule, but not necessarily with patients that only an oculoplastic specialist could treat. As a result, his oculoplastic surgical volume was suffering. With this discovery, we set new protocols and shifted patients so that he could concentrate on his specialty. We also did some staff training so staff could understand the importance of putting the right patients on the right schedule so that they could make better scheduling choices when patients call.

The Result:

Once the change was made, the patients needing the treatment of an oculoplastic surgeon found their way onto his schedule. His surgical volume increased. He is happier, seeing and treating the patients he was trained to treat. Patients who need specialized care are happy they don't have to wait for an opening. He and the practice also benefit financially.

A benchmark from ASOAnalytics to give us direction; a little research into the cause; and some simple adjustments plus staff training has made a big difference. And it all started by completing a simple ASOAnalytics survey.



Debbie Davis, COE
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ASOAnalytics user since May 2017