



HOW

many patients are you missing with your current recall efforts?

much revenue has your practice missed?

often are you exposed to liability from missed patients?

It's time to rethink recalls.

CHALLENGE: Gastroenterology (GI) practices face significant barriers to procedure recalls, including a multi-year gap between visits, inaccurate data and competing priorities. The result? At many practices across the country, only 15-20% of patients return for their recall procedure at the right time.

SOLUTION: PRSM Healthcare solves the GI practice challenge of patients who fail to return for follow-up endoscopy visits by providing complete patient recall solutions proven to:

- Improve patient care
- Increase revenue
- Ensure compliance
- Seamlessly support the GI practice through the entire recall process

“PRSM has helped us streamline our workflow around recalls and increase our volume. Prior to PRSM we were backlogged on our recalls, but PRSM has helped us schedule additional patients and catch up.”

*GI Associates and Endoscopy Center,
Jackson, MS*

Before PRSM:



19%
patient
presented

81%
unknown/
no response

After PRSM:



51%
patient presented/
currently scheduled
or patient in contact
with practice

41%
ongoing
engagement/
patient deferred

9%
patient
declined/unable
to engage



Snapshot – More Recalls

A GI practice in Knoxville, TN increased their recalls by almost 2,000 patients in their first full calendar year using PRSM, significantly increasing their revenues.

 **PRSM** HEALTHCARE
Patient Relationship Solutions & Management

Increasing REVENUES

No patient = no payment to PRSM.

It's that easy.

PRSM sets the new standard for procedure recalls, yet is remarkably cost effective. Once recall patients that have been contacted and scheduled by PRSM present for their procedure appointment, you pay PRSM – it's that easy. No patient = no payment to PRSM.

PRSM's services have been shown to dramatically increase the presentation rate of procedure recall patients, and therefore the revenues of GI practices.

The math is simple: a physician attempting to recall 1,000 patients a year typically only has 20% – or less – that actually present. During the first year, PRSM has a proven history of increasing procedure recall presentations by 30% or more. There are additional benefits to the practice based upon related patient visits and increased practice productivity.

The PRSM Process

PRSM's advanced approach to procedure recalls begins with gaining an understanding of the practice's recall process to ensure the timely recall of all eligible patients while documenting each patient's status in the process. From there, PRSM's highly skilled staff begins the recall of non-compliant patients. Patients appreciate the convenience offered by PRSM's team, which is available days, nights and weekends.

PRSM can also provide other services, such as performing a historic review to evaluate past recall non-compliance for a period of up to 10 years and reengage any patients that need to come back. Additionally, many practices engage PRSM to examine their existing patient base to ensure all patients are being notified when they reach the appropriate age for a colonoscopy, further enhancing patient engagement and increasing practice revenues.

Ensuring Compliance and Reducing Liability

The proper and timely recall of patients is not just a revenue issue, it is also a quality and a liability issue. If your practice did not make a sufficient effort to recall a patient, doesn't have the documentation to prove it made the effort, or doesn't know how to improve its process, the costs could be significant.

Snapshot – Database Mining

PRSM was asked to help a practice bring in new patients. Rather than looking outside the practice's walls, PRSM looked inside, and was able to identify previously seen patients who were now at the right age for colonoscopies.



The Time for PRSM Is Now

PRSM has developed the new standard for procedure recalls that improves patient care, increases practice revenues, ensures patient compliance and reduces liability.

Contact PRSM today and see how we can help your practice.

