Revolutionizing Referral Management

PANORAMA™
EYECARE™

Case Study: How Sophrona Helped Panorama Eyecare Cut Scheduling Times by 30%

PanoramaEyecare.com | Sophrona.com

> " *Our referring optometrists appreciate Sophrona because they can always find our exam notes, and there is no longer any concerns about lost faxes, or notes not being generated. Sophrona's Referral Portal gives us a 'single source of truth' for referral data in our organization. This allows us to set and manage KPIs around referral management and growth like never before.* "
>
> **Patrick Rosen**
> VP of Marketing | Panorama Eyecare

Executive Summary

For medical practices, efficient referral management isn't just about streamlining operations—it's about ensuring patients get timely care. Long scheduling delays can compromise care continuity, frustrate patients, and damage referral relationships. Sophrona's Referral Portal provides a transformative solution that simplifies referral scheduling, reduces administrative burdens, and improves patient retention. Partnering with Panorama Eyecare, we analyzed the impact of the prior tool versus the Referral Portal. After switching to the Referral Portal, the practice saw an instant 30% reduction in referral scheduling times. If real-time scheduling is eventually added, the practice should expect an 80% reduction in overall scheduling times. This case study demonstrates how Sophrona empowers practices to retain referrals, optimize operations, and elevate patient care.

SOPHRONA | REFERRAL PORTAL

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Challenges

Traditional referral management is rife with inefficiencies that frustrate both patients and staff. Panorama Eyecare experienced many of these challenges firsthand:

Extended Scheduling Times: Patients often waited 5 days to 2 weeks for their referral appointment to be scheduled, leading to dissatisfaction in wait time and potential drop-offs.

Heavy Administrative Burden: Staff were bogged down with manual coordination, juggling back-and-forth phone calls, emails, and faxes.

Referral Drop-Off Risks: Scheduling delays cause drop-off risks, which could lead patients to explore other providers or simply forget to book their appointments, increasing the likelihood of losing referrals.

Recognizing the impact on their practice and referred patients, Panorama sought a modern, efficient replacement solution.

Solution

Sophrona's Referral Portal provided Panorama Eyecare with tools designed to eliminate bottlenecks and improve scheduling efficiency. **Here's what sets it apart:**

Closed-Loop Communication: Visibility to the Referral Portal keeps referring providers and Panorama's staff on the same page, minimizing the need for back-and-forth calls.

User-Friendly Interface: For the referring provider, the portal has a universal interface which only requires a login. For Panorama, the Referral Portal seamlessly integrates with their existing EMR system, offering a straightforward, accessible experience for all users.

Data-Driven Insights: The Referral Portal tracks and analyzes referral insights, enabling Panorama to identify growth opportunities and refine processes.

The Data Tells the Story

The impact of implementing Sophrona's Referral Portal is clear. Comparing pre- and post-implementation data, Panorama Eyecare is achieving dramatic results:

1. **Faster Scheduling:** Before Sophrona, scheduling took an average of 5 days to 2 weeks. After implementation the Referral Portal, the practice saw an immediate reduction of 30% in scheduling time.

2. **Higher Referral Retention:** With fewer delays and a scheduled appointment in hand, patients are more likely to complete their appointments at Panorama rather than not following through.

3. **Streamlined Operations:** Staff can spend less time on administrative tasks related to referred patients and more time focusing on patient care, improving overall efficiency.

Transform Your Referral Process

Panorama's success with Sophrona's Referral Portal is just one example of what's possible. By cutting scheduling times by 30% from the previous solution, the practice is already experiencing success in improving referral retention. This number is projected to increase to 80% once real-time scheduling is added to further optimize their referral processes.

Sophrona's Referral Portal goes beyond scheduling. It's a comprehensive referral management system tailored specifically for medical practices. Don't let inefficient referral management hold your practice back. Discover how Sophrona's Referral Portal can transform your practice, optimize your relationship with referring providers, and enhance your patient experience.

Ready to see the difference?

Contact us today to schedule a demo or learn more about how Sophrona can revolutionize your referral management.