

# NextGen<sup>®</sup> Referral Management *Powered by Luma*

Make missed referrals and follow-ups a thing of the past with automated text outreach

## Never let patients slip past you with automated outreach

A patient is referred to a practice but that practice does not have automated outreach for referrals set up. That referral then enters a list of patients that the practice staff needs to schedule. Between lapses in communication and overwhelmed staff, these referrals can fall to the wayside.

With NextGen Referral Management, when patients are referred to your practice you can automatically greet them with invitations to schedule their follow-up appointment. These invitation requests align with the listed providers and appointment details directly from the NextGen<sup>®</sup> Enterprise EHR.

Referral Management has helped increase conversion rates by 20%, on average.

## Referral Management in action



Katie, 35 | Business Analyst

Referred to a fertility specialist for an IVF consultation.

1 Outreach to referred patients with scheduling instructions

2 Automated reminders until patient schedules

3 Follow-up to keep patient coming back

Hi Katie! Your doctor, Nadiya Basu, has referred you to Hayes Valley Fertility to see Maria Hernandez. Call us at [608-555-0100](tel:608-555-0100) to schedule.

Hi Katie, this is a reminder to schedule your appointment at Hayes Valley Fertility with Maria Hernandez.

Katie, it's time for your follow-up appointment with Maria Hernandez. Click here to schedule: <http://hayesvalley.schedule>.

## Features

- Automated outreach to referred patients for scheduling
- Convenient in-message scheduling options
- Robust reporting to track patients through your entire referral funnel

## Benefits of an optimized referral process

- In-message scheduling prevents confusion for patients
- Automated messaging ensures continuity of care throughout the referral process
- Capture revenue opportunities that might otherwise be missed
- Automated outreach allows referred patients to schedule at their convenience
- Keep the patient on the schedule with automated Smart Rebooking
- Patient is automatically sent back to their primary care provider after resolution with your practice

With automated outreach, when patients are referred to your practice they are immediately added to an automated workflow, encouraging them to schedule their care on their own time. Convenient in-message scheduling and payment options mean more likely care participation. These come together to raise referral conversion rates and allow practices to provide more patients with better health outcomes.



“Reaching our referred patients quicker helps with the turnaround and the conversion rate—working with Luma has had a direct business impact for us.”

**Danielle Skinner**

Patient Services Manager  
L.O. Eye Care

**BETTER STARTS HERE.**

Contact us at **855-510-6398** or email **results@nextgen.com**