



Breaking Barriers: Advancing Patient Access for Sustainable Growth

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Objectives

- Define patient access and why it matters in orthopedic practices
- Review key data on patient access and evolving patient expectations
- Identify common barriers that limit patient access
- Evaluate the revenue impact and growth opportunity related to patient access
- Review orthopedic benchmarks for patient access performance and evaluate practice's KPIs
- Discuss practical strategies to improve patient access



Patient Access

- Insurance and financial access
- Office hours (evening and weekend?)
- Appointment availability
- Geographic access
- Digital and referral access
- Scheduling processes
- Operational efficiency
- Care navigation
- Patient friendly communication tools



***The right patient, right
provider, at the right time!***



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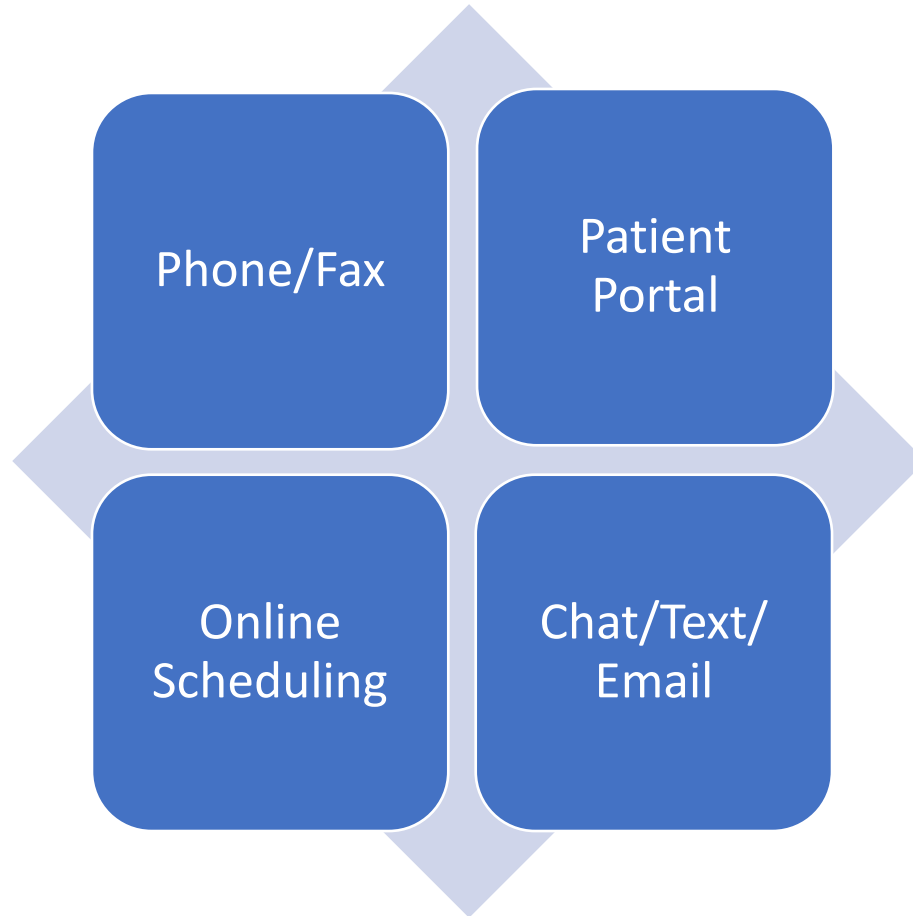
Patient Expectations



- E-Commerce influence
- Immediate responses
- Streamlined processes
- Real-time communication
- Coordinated communication in multi-provider settings



Access Points





Why does it matter?

Timely access impacts:

- Patient Satisfaction
- Clinical Outcomes
- Physician referrals
- Revenue growth

Delays can lead to:

- Lost patients
- Negative reviews
- Strained workflows
- Physician frustration



Access is Critical to Your Success

- Access drives growth and every new patient fuels the entire practice.
- Ancillary growth (x-ray, DME, imaging, therapy) builds a practice.
- In today's environment, convenience competes with quality. If access is difficult, patients assume the rest of the experience will be too.
- Access speed is a competitive differentiator.
- Clear scheduling pathways, defined appointment types, and optimized templates create a smoother clinic flow.
- Access is the infrastructure that supports scaling.

Volume grows, referrals stick, patients stay!



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Average Physician Wait Times

Source:

- Merritt Hawkins (AMN Healthcare) – *Survey of Physician Appointment Wait Times in Major Metropolitan Areas* (most recent editions 2022–2024)
- Average wait time across specialties: **~26 days**
- Orthopedic surgery typically among mid-range specialties (varies by market) often ranges **14-24 days**
- Practices offering same-week new patient appointments see up to **20-30%** higher conversion rates from referral to visit





Patients Will Switch for Faster Access

Source:

- NRC Health – *Healthcare Consumer Trends Reports*
- Press Ganey Consumer Experience Reports
- Accenture Health Consumer Survey

Key findings across multiple surveys:

- **25–30%** of patients will switch providers for faster appointments
- Convenience ranks among **top 3** drivers of provider selection





Healthcare Call Abandonment Rates

Source:

- MGMA (Medical Group Management Association) benchmarking data
- Healthcare Financial Management Association (HFMA) revenue cycle benchmarks
- Call center industry healthcare benchmarks (Talkdesk, Five9 healthcare vertical reports)

Typical specialty practice abandonment:

- **10–20%** common
- **<5%** considered best practice
- Missed calls in a practice can represent **\$250-\$1,000 per call** in potential downstream revenue (imaging, surgery, PT, DME)



Online Scheduling Preferences

Source:

- Kyruus Health Patient Access Journey Reports
- Accenture Digital Health Survey
- Experian Health State of Patient Access Report (annual)

Key Findings:

- **60–70%+** of patients prefer online scheduling and say convenience is more important than physician loyalty
- **30–40%** of appointments booked after hours when available
- Practices offering self-scheduling see **15-20%** reduction in call volume



Referral Leakage

Source:

- Advisory Board (now part of Optum) Specialty Access reports
- Kyruus Health referral management studies
- MGMA specialty access white papers

Estimates:

- **30–60%** of specialty referrals nationally never convert to completed visits (varies by system)
- Orthopedics is among the top 5 specialties for referral leakage



No-Show Reduction Impact

Source:

- MGMA Practice Management Surveys
- Journal of Medical Practice Management
- Healthcare Operations literature on access redesign

Typical specialty no-show:

- **8–15%**
- Text reminders reduce no-shows by **20–30%**



Insurance or Cost Barriers

Source:

- TransUnion Healthcare Patient Survey, 2021

Estimate:

- **46%** of patients would switch providers if their insurance was not accepted or if they could not get an accurate cost estimate upfront



Limited Appointment Availability

Source:

- Kyruus Patient Access Journey Report, 2023

Estimate:

- **41%** of patients expect evening or weekend availability
- Lack of these options can push them to competitors



Negative First Impressions

Source:

- Press Ganey “Consumer Experience Trends”, 2023

Estimate:

- **68%** of patients say that how they are treated by front desk staff strongly influences their decision to return or recommend the practice



Barriers to Access



- Overloaded physician schedules
- Underutilization of APP's
- Limited scheduling flexibility
- Ineffective referral pathways
- Gaps in digital engagement (scheduling, reminders)
- Lack of response from staff
- Insurance and cost





Benchmarks

Metric	Benchmark	Impact
Third Next Available Appointment	≤ 14 days	Barrier to patient access
New Patient Lag Days	≤ 10 days	Reduced new patient volume
Call Abandonment Rate	$< 5\%$	Lost patients and revenue
Average Speed to Answer	30 (ideal)- 60 seconds (acceptable)	Lost patients and revenue
Schedule Utilization Rate	85-95%	Poor access and long wait times
No-Show Rate	$< 5\%$	Lost visits and revenue
Referral Conversion Rate	$\geq 75\%$	Lost patients and revenue
Days to Surgery	< 21 days	OR access problems
Portal Message Response Time	< 24 hours	Decreased patient satisfaction
Patient Wait Time in Clinic	< 20 minutes	Decreased patient satisfaction

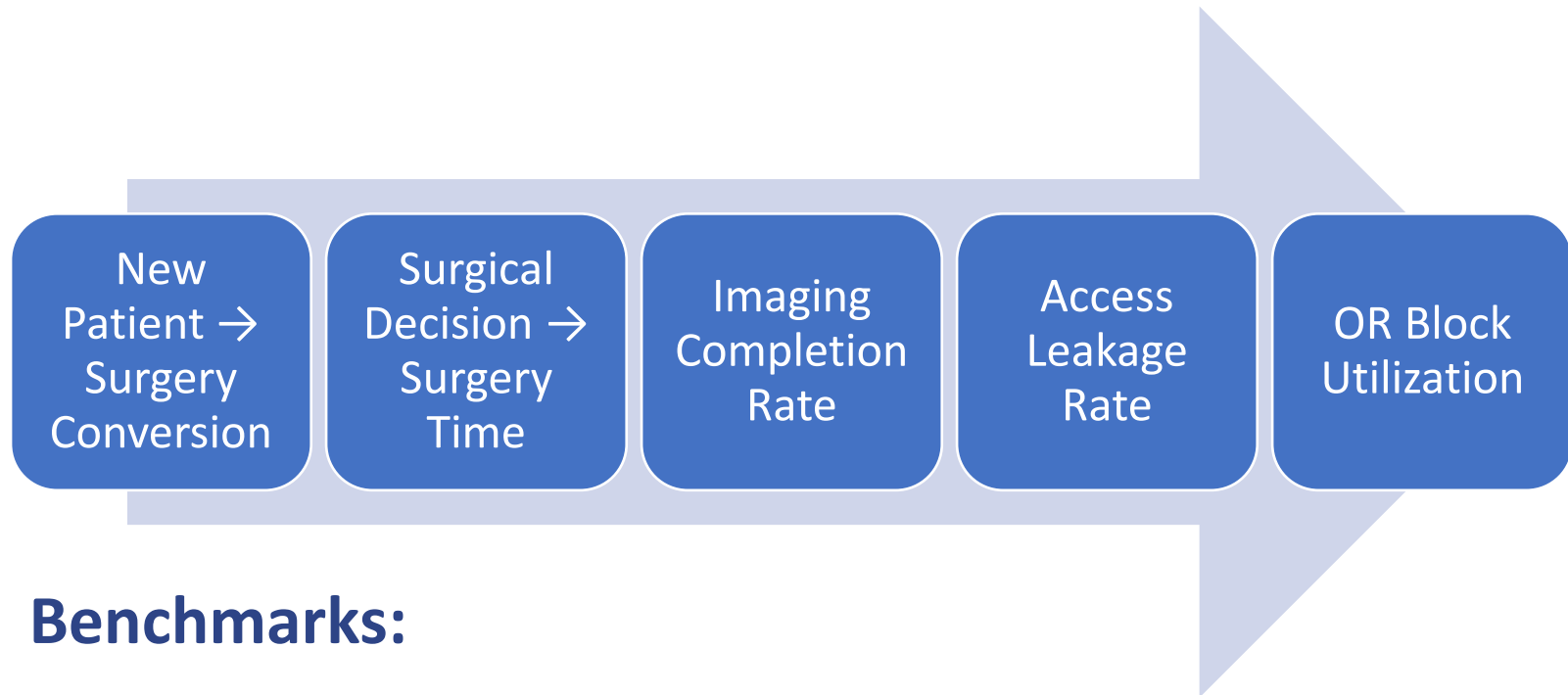


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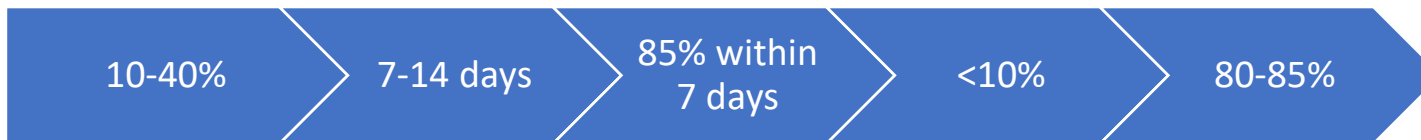
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Hidden Access Metrics Driving Orthopedic Growth



Benchmarks:

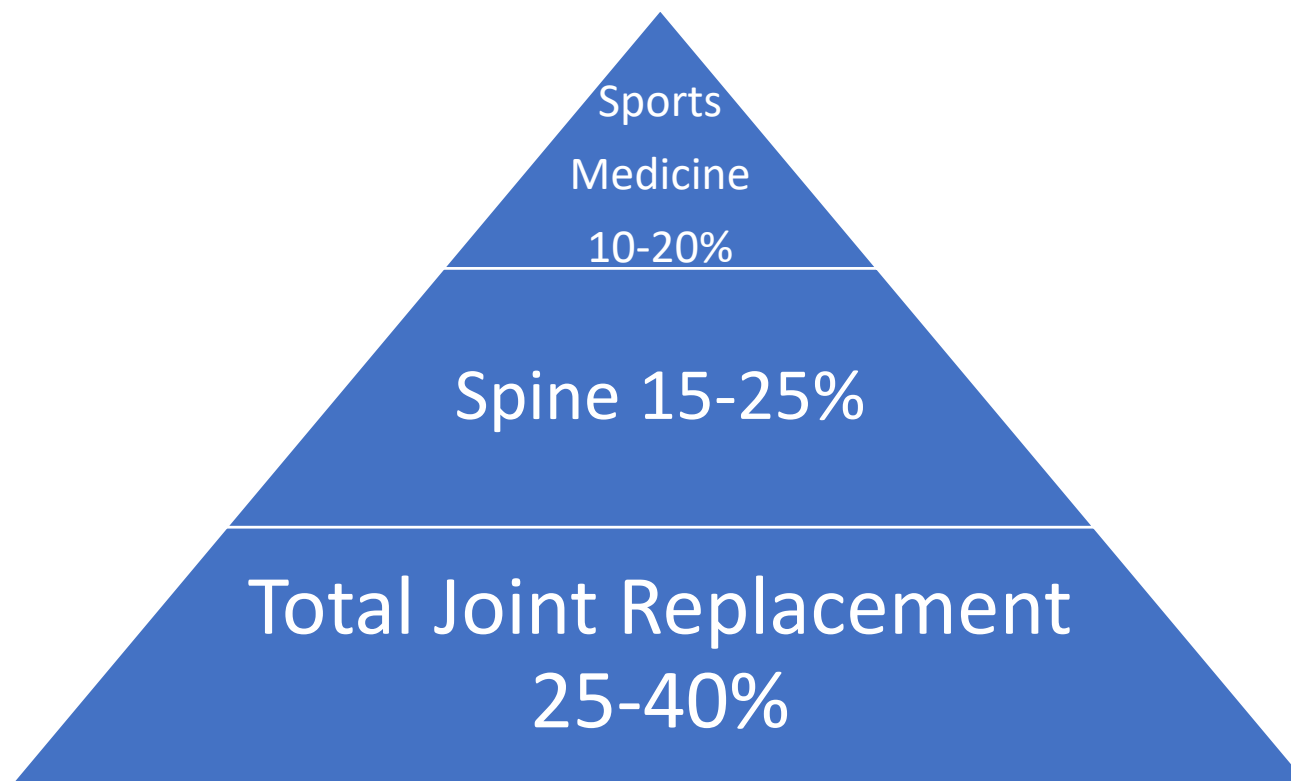


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Surgery Conversion Rate

Surgery Conversion Rate = $\frac{\text{new patients who have surgery}}{\text{total new patient visits}}$



Surgery Decision to Surgery Time

Surgical Decision to Surgery Time =
Surgery Date
Surgical Decision date

7-14 days ideal

≥ Indicates block time problems



Imaging Completion Rate

Imaging Completion Rate =
Completed imaging orders
Imaging orders placed

Ideal is $\geq$ within 7 days

Patients are attempting to access care but never getting scheduled if you have delays.



Surgical Block Utilization by Surgeon

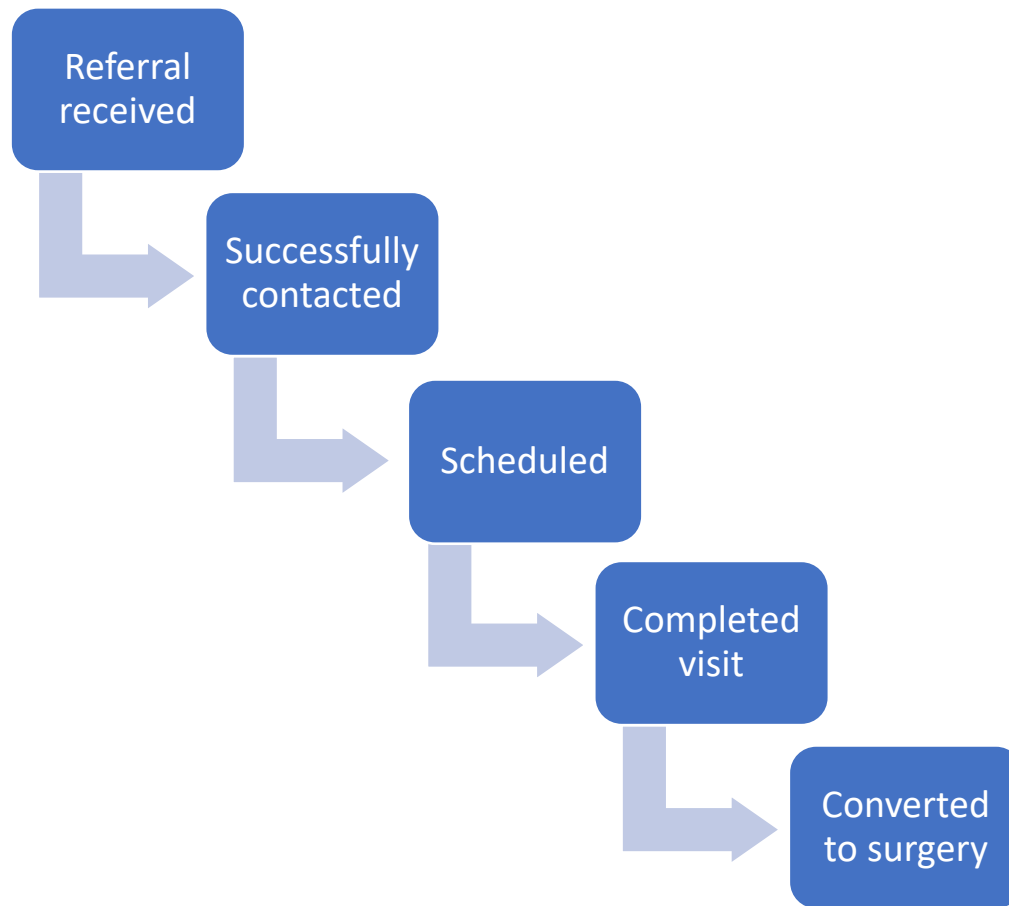
Surgical Block Utilization=
Used Block Time
Allocated Block Time

Orthopedic benchmark
is 80-85% utilization

Improving block utilization can increase surgical
revenue 10-20% without adding OR days.



What does successful access look like?





Scheduling Templates

Typical orthopedic schedules:

- 60-70% Follow-up visits
- 20-30% new patients
- Remaining post-ops / injections





Financial Impact of Scheduling Template



New Patient Access by just 2-3 patients per surgeon per day can generate \$1 to \$3 million in annual revenue per surgeon without adding providers, expanding clinic space or adding OR time.



Leakage – New Patient Lag

Practice receives 400 new patient requests per month

Their average lag is 21 days

3-5% patient leakage for every 7 days of delay with new patient lag

Ideal lag is 10 days

Excess lag equals 11 days

Estimated lost patients is 20-32 per month (5-8% leakage)

Average Orthopedic patient value is \$2500 over the episode of care

Revenue loss: \$50,000 to \$80,000 per month / \$600,000 – \$960,000 annually





Leakage – Missed Calls

Practice receives 4,000
calls monthly

Their average
abandonment rate is 10%

If 40% would have
scheduled visits

Estimated lost patients are
160 visits

Average visit value is \$250
for orthopedics

Revenue loss: \$40,000 per
month / \$480,000 annually





Leakage - Low Conversion Rate

Practice receives 500
referrals monthly

Practice conversion rate is
65%

Lost referrals are 175

Average Orthopedic patient
value is \$2500 over the
episode of care

Revenue loss: \$437,500 per
month / \$5,250,000
annually





Leakage - No-Shows

Appointments scheduled
monthly is 3,000

Practice no-show rate is
8%

No-show visits are 240

Average visit value is \$250
for orthopedics

Revenue loss: \$60,000 per
month / \$720,000 annually



Leakage - Surgeries

Surgeries
scheduled
monthly are 200

Practice
estimated loss
due to delays is
5%

Lost surgeries are
10

Practice average
surgical revenue
is \$8000

Revenue loss:
\$80,000 per
month / \$960,000
annually

Practice has 2000
new patients per
month

At 200 surgeries per
month, surgical yield
is 10%

Target surgical yield
is 20%

Goal is to improve by
10%

Revenue loss:
\$1,600,000 per
month / \$19,200,000
annually



Strategies to Improve Access – Quick Wins

- Utilization of APP's
 - For new patients, injections, post-ops or follow ups
- Reduce No-Shows
 - Automated reminders, waitlists, confirmation calls
- Open-Access scheduling
 - Hold daily slots for urgent or same-week visits
for new patients
- Call Center KPI's with accountability



Strategies to Improve Access – Long-Term

- Expansion of hours
 - Offer extended hours or weekend access
- Digital Access Tools
 - Online scheduling, portals, telehealth
- Template Optimization
 - Align provider availability with demand
- Centralized scheduling
 - Streamlined triage and booking process





Action Plan Framework

30-day assessment



60-day process redesign



90-day measurable improvement goals



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Operational Dashboard

Patient Access Dashboard – Monthly Summary

Reporting Period: _____ Total Surgeries Performed: _____
 Total Providers: _____ Total Visits Completed: _____

Action Plan

Issue	Root Cause	Action	Owner	Timeline
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Access Metrics

Metric	Target	Current	Prior Month	Trend	Owner
Third Next Available (Days)	≤14				
New Patient Lag (Days)	≤10				
Call Abandonment Rate	<5%				
Average Speed to Answer	<30 sec				
Referral Conversion Rate	>75%				

Scheduling Performance

Metric	Target	Current	Prior Month	Trend
Schedule Utilization	85–95%			
No Show Rate	<5%			

Surgical Access

Metric	Target	Current	Prior Month	Trend
Days to Surgery	<21 days			
Surgical Block Utilization	>80%			
Surgical Cancellation Rate	<5%			

Patient Experience

Metric	Target	Current	Prior Month	Trend
Patient Wait Time (Check-in to Provider)	<20 min			
Portal Message Response Time	<24 hrs			
Patient Satisfaction Score	>90%			

Revenue Impact Indicators

Metric	Current	Estimated Revenue Impact
New Patient Requests		
Lost Patients from Access Delays		
Lost Visits from No Shows		
Lost Referrals		



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Evaluate Practice KPIs

INPUTS (Enter Your Practice Data Below)		
Average Revenue per New Patient (\$)		
New Patient Calls per Day		
Business Days per Month		
Current Call Abandonment Rate (%)		
Target Call Abandonment Rate (%)	5	
Current New Patient Lag (Days)		
Target New Patient Lag (Days)	10	
Estimated % of Patients Lost Due to Excess Lag (%)		
Current Third Next Available (Days)		
Target Third Next Available (Days)	14	
Estimated % Increase in Conversion from Improving TNA (%)		
CALCULATIONS		
Monthly New Patient Call Volume		
Lost Patients Due to Abandonment (Current)	0	
Lost Patients After Improvement	0	
Recovered Patients from Call Improvement	0	
Recovered Revenue from Call Improvement (\$)	\$	-
Estimated Additional Patients from Lag Reduction	0	
Recovered Revenue from Lag Reduction (\$)	\$	-
Estimated Additional Patients from TNA Improvement	0	
Recovered Revenue from TNA Improvement (\$)	\$	-
Total Potential Monthly Revenue Increase (\$)	\$	-
Total Potential Annual Revenue Increase (\$)	\$	-



Evaluate Practice KPIs

Practice Metrics	Monthly Practice Data	Annual Practice Data	Target	Annual Target Data
New Patients Seen		0		0
Surgeries Performed	300	3600		0
Visits		0		0
Surgical Yield	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Surgical Revenue		\$ -	\$ -	\$ -
Average Surgery Value	\$ -	\$ -	#DIV/0!	#DIV/0!
New Patient referrals		0		0
Average Lag		0		10
Excess Lag	-10	-10	0	0
Estimated Lost Patients (3-5% for every 7 days of delay)	-5.71%	-5.71%	0.00%	0.00%
Lost patients	0.00	0.00	0.00	0.00
Revenue loss from new patient lag	\$ -	\$ -	\$ -	\$ -
Incoming Calls		0		0
Abandonment Rate		0%	5%	5%
Lost calls	0	0	0	0
Potential appointments lost (assuming 40% would have scheduled visits)	0	0	0	0
Revenue loss from abandoned calls	\$ -	\$ -	\$ -	\$ -
Referral conversion rate		0%	75%	75%
Lost referrals	0	0	0	0
Revenue loss from conversion rate	\$ -	\$ -	\$ -	\$ -
No-Show Rate		0%	5%	5%
No-Show Visits	0	0	0	0
Revenue loss from no-show visits	\$ -	\$ -	\$ -	\$ -
Estimated loss due to surgery delays		0%		
Lost surgeries	0	0	0	0
Revenue loss from surgery delays	\$ -	\$ -	#DIV/0!	#DIV/0!
Total Revenue Loss from Impact of Patient Access	\$ -	\$ -	#DIV/0!	#DIV/0!
Recovered Revenue			#DIV/0!	#DIV/0!
Orthopedic Benchmarks				
Average patient value			\$ 2,500.00	
Average new patient lag (in days)			10	
Call abandonment rate			5%	
Average visit value			\$ 250.00	
No-show rate			<5%	
Referral Conversion Rate			75%	



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