

Keep your practice's revenue flowing in December & slow months



At a Glance

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The revenue impact of December & slow months

The Holidays set up the perfect time for trips, food, and social gatherings. The end of a year and the beginning of a new one sets the right time to spend with family and friends. People are so focused on celebrating and setting time to enjoy this season that they sometimes forget about their health.



Therefore, during the Holidays, some practices might struggle with revenue dips from decreased patient visits. Depending on the practice's specialty, this season context can lead to lower patient visits and struggles to keep revenue flowing in December and slower months, like January and early February.

However, keeping patient visits and revenue flowing should not be a problem for your practice. There are some strategies you can implement to turn this time into an exciting and busy one for your practice.



Strategies to keep revenue flowing in slow months

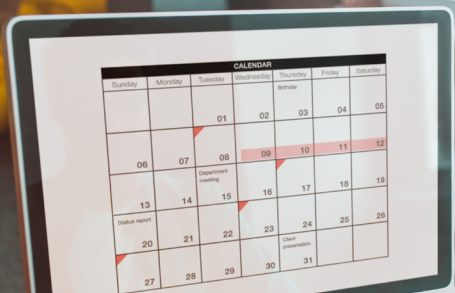
1. Schedule follow-up visits

Follow-up visits are a great way to check your patient's health and, at the same time, increase revenue for your practice. **Review your patient list and identify which patients have not had a follow-up in a while.** Follow-up visits can happen every month, every three months, or even six months, depending on the patient's condition. Analyze each case and determine which one is accurate for each patient.



According to recent statistics (( **70%**

Of patients prefer healthcare providers to email or text them for their follow-up or preventative care.



It is crucial to stay on top of your follow-up visits, so your patients do not forget their regular appointments. Scheduling these visits will help you continue receiving patients during this time of the year. **Call or email patients to let them know they missed their last follow-up appointment and remind them to reschedule.**


Make sure your patients get on schedule before the end of the Calendar Year (CY). They can use their benefits for the remainder of the year before they reset. This can improve your cash flow while helping patients pay less for their doctor's appointments.

2. Coordinate annual wellness visits

The **Annual Wellness Visits (AWV) program** is a Medicare-reimbursable service that provides preventative care for patients. This program aims to **establish and incentivize a minimal yearly touch point for all beneficiaries and providers.**

Maximize reimbursement and improve patient care by implementing annual wellness visits in your practice. Set up appointments for preventative care and inform your patients that they can go once a year to your practice without any medical symptoms for a routine check-up. **Insurance companies must pay for these annual visits for all their subscribers without applying deductibles or copayments.**

AWV is an underutilized service for practices, despite its multiple benefits for the business.

 **According to a Health Affairs article,**
81%
of all eligible Medicare patients
did not receive the annual service.

Maximize patient and practice benefits by setting AWV into your business. AWVs are suitable for your patients because they can find something that could save their lives. It is also ideal for providers because they will have extra revenue covered entirely by the insurance company.



3. Market your practice

Utilize marketing strategies to promote your practice during the Holiday season. **Boost your services and have exclusive discounts or attractive offers during this time of the year to increase the number of patient visits.** Consider sending a festive greeting via email or broadcast using your patient portal or another engagement system. These greetings can be sent to your current patients to maintain their loyalty and engagement with your practice.

People during this time of the year are not usually eager to visit doctor's appointments. However, **with the right marketing strategy to promote your services and attract them to your practice, you will see an increase in patient visits and revenue.**

Some advantages of digital marketing for your practice are:



Reach a more extensive and particular audience.



Measure your results quickly and get real-time results and metrics such as impressions, shares, views, clicks, and time.



Spend less money and allow your efforts to be cost-effective.



Target prospects who are most likely to buy your services. Set a specific audience and send them personalized messages.



Remember to announce your working hours during the Holidays.

Is your practice going to close on Christmas or New Year? Will your practice close early on specific days? Keep your patients aware of any change to your regular service hours. You can do this through your website, social media, or other communications channels your practice typically uses.

4. Get referrals from patients

Increase referrals to get new visits. There is no better recommendation than a satisfied patient. **Loyal and happy patients often want to share their great experiences with family and friends.** This can translate into referrals that bring more patients to your medical practice.

Be proactive when asking for referrals. Some patients can get caught up in celebrations and might forget to share their positive experiences in your practice with others, especially during this time of the year. Boost your referral program with the marketing strategies we discuss. You can also consider adding extra cards to your mailing, giving them referral cards during their appointments, or even providing links to review sites through your social media pages.

Referrals do not need to come specifically from patients. **Consider creating a unique referral bonus scheme for your employees if they help you bring more patients to the practice.**



5. Make sure you will not run out of staff

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If your practice is going to take steps to ensure your business stays financially healthy through increased patient visits, you must ensure your staff is done accordingly. Especially during this time of the year, many employees take extra time off.

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Ensure you coordinate within your office to have enough personnel to assist expected patients during the Holidays.

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The last thing you want is to make your office busy during this time of the year without having enough staff to satisfy your patients' needs properly.

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This will help your office stay organized during this time of the year without adding extra burden to you and your staff in this jolly season.

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Health Prime can help!

At **Health Prime**, we understand the importance of keeping your revenue flowing all year to maximize your income, assist patients properly and optimize your medical practice. We offer a **wide range of solutions** that can help you increase patient visits and revenue without administrative burden for you and your staff.

Scheduling appointments may seem like a tedious task. Our Health Prime team can do it for you. Schedule regular appointments or appointments for preventative care. Our team will help you find slots in your schedule that allow additional appointments. If you prefer to call patients yourself, we can give you the list of patients you can call.

We also offer **5-star Value-Based Care services** tailored to your practice to drive clinical and financial outcomes.

Health Prime's Value-Based Care services:



Regarding **Annual Wellness Visits**, they are critical for preventative care. **Health Prime AWW** will take care of eligibility and appointments, virtual pre-visits, and reimbursements. Health Prime's licensed nurses make increasing visits without provider burden possible. We handle the most time-intensive components of Medicare's preventative care while you can take care of what matters most: **your patients**.

Summary

During the Holidays, some practices might struggle with revenue dips from decreased patient visits. However, **keeping revenue flowing and your schedule busy should not be a problem for your practice.** Implementing strategies in your practice can help keep revenue flowing in December and slow months.

Some vital points you can follow to ensure revenue income and patient visits during this time of the year are:

- Schedule follow-up visits.
- Coordinate annual wellness visits.
- Market your practice.
- Get referrals from patients and staff.
- Ensure your practice will not run out of staff.

At **Health Prime**, we understand the importance of keeping your revenue flowing all year to maximize your income, assist patients properly and optimize your medical practice to succeed.

If you want more information about how we can help you keep revenue flowing at the end of the year and starting in 2023, email us at sales@hpiinc.com. Our team will set up a meeting to discuss how Health Prime can maximize your revenue by cutting costs, saving you time, and collecting more!

