

# Rural multispecialty family practice attracts untapped Gen Z, Millennial market with online scheduling

## Meet the practice



5 location + 4 specialties  
16 providers

## Challenges

- Phone-based appointment scheduling**  
An underutilized patient portal with limited scheduling functionality meant patient self-scheduling was essentially nonexistent, contributing to high call volumes.
- A missed opportunity with tech-savvy patients**  
Visitor data for the practice’s website revealed an untapped market of Gen Z and Millennials who weren’t converting because they could only call to schedule appointments.
- Clipboards and paper registration forms**  
When patients arrived for appointments, they received 13 pages of registration forms that were often left incomplete.

## Solutions

Starting with family medicine at three locations, NextPatient’s seamless integration with athenahealth now supports two added offices, plus podiatry, orthopedics, and gastroenterology.

- Online scheduling converts more website visitors into patients and reduces call volumes for front office staff.
- Online scheduling keeps schedules full across all locations by filling open, often same-day, appointments.
- Digital check-in via in-office kiosks and emailing registration forms in advance ensures patient information is captured automatically and accurately.

Adams County Regional Medical Center prides itself on turning no one away and, therefore, balances both scheduled and walk-in appointments. With a modern experience, the practice is able to attract and retain more patients.



With NextPatient, you’re set up to take your practice to the next level. They are a true technology partner where you can build a bond and feel valued because your customer success manager truly listens and gives expert advice, which has made all the difference for us.

Haley Jo Davis  
Practice Manager

## Results after 2.5 Years

**57%**  
of appointments booked online are same – or next-day visits

**57%**  
of appointments booked online are Gen Z and Millennial patients

**34%**  
of appointments booked online are made after hours

**3%**  
appointment no-show rate

Schedule a demo

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