Old-Fashioned Care with Modern Services

Dr. James F. Gigante founded the Hilton Head Internists practice to provide patients with care through all stages of adult life, whether visits take place in the office or in the hospital. Committed to being personally available to his patients, Dr. Gigante covers the practice 24 hours a day, seven days a week.

To provide this level of care, Dr. Gigante streamlines operations using the latest technology. “Hilton Head Internists was not only one of first in the area to use electronic medical records and digital prescribing, but also to leverage online communication,” said Natalie Hohn, office manager for Hilton Head Internists.

Patient Communications Taken to Next Level

“I was looking for a way to improve our patient communications system, when I got a text message reminder from my dentist,” said Hohn. “When I found out they used Demandforce, I evaluated it and realized it was just what we were looking for.” Demandforce offered Hilton Head Internists a single system to handle all patient communications – from appointment reminders to newsletters.

No Learning Curve

Hilton Head Internists implemented Demandforce and started using it right away. “Demandforce was very helpful getting us set up and helped us understand the best way to get the most out of social media,” said Hohn. “We’re not social experts, but the Demandforce team gave us the resources needed to figure out how to make it work best for our practice. This helps us stay on the cutting edge and actively engage in social media – like having patient reviews automatically posted to our Facebook page.”

Now, everyone at Hilton Head Internists uses Demandforce to check appointment confirmations and reviews. “There was no learning curve with Demandforce. It was very, very simple – just login and use it,” said Hohn.

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– NATALIE HOHN, OFFICE MANAGER, HILTON HEAD INTERNISTS
Online Scheduling Now Available

With Demandforce, Hilton Head Internists is now able to allow patients to request appointments online. “Because the appointments are set through Demandforce, we are able to avoid potential HIPAA issues,” said Hohn. “Online appointment requests have worked out very well, especially when combined with appointment reminders we send through Demandforce.”

Reminders Dramatically Reduce No Shows

Prior to Demandforce, Hilton Head Internists used a robo call service to remind patients about upcoming appointments, but still had 8-10 no shows per week. Using Demandforce to email or text appointment reminders has dramatically reduced no shows.

“Reducing no shows by 75 to 100 percent per week represents huge revenue for us and improves our patient service. With the no shows we do have, we can now easily fill the slots with patients on a wait list. We make the most of the doctors’ time, and can easily accommodate the patients who have an immediate need.”

Patients prefer the online appointment reminders over the phone recordings, as well. “A lot of patients have commented that they love it and think it’s a great service we provide,” said Hohn.

Rapid Response to Reviews Improves Patient Service

Hilton Head Internists use Demandforce to automatically gather reviews from customers and post them online. They are also able to verify reviews are from real patients, by matching the review with an actual visit. Demandforce also lets Hilton Head Internists read reviews before they are posted as well as post a response to the review. “We leave Demandforce up all day, so we can see reviews as they come in and take immediate action,” said Hohn.

“We think the patient reviews are great. Funny as it sounds, the not so positive reviews are the most interesting to us, as it gives us an opportunity to make improvements,” said Hohn. “We once had a review that complained about not being able to get someone on the phone. We changed our phone system to a phone tree that rolls over the call until someone answers it.

When we followed up with the patient and explained what we’d done, he was delighted and amazed that we’d taken action so quickly.”

Reviews Lead to Influx of New Patients

Because Demandforce reviews are syndicated, Hilton Head Internists gets great online coverage beyond its own website and social media presence. “When people search for doctors in the area, our reviews always show up,” said Hohn. “We have had a significant influx of new patients who have found us from Google. They find information about our unique patient care philosophy as well as our patient reviews, which are mostly stellar.”

Increasing Use of Demandforce

Hilton Head Internists has only just started putting out newsletters and has received positive feedback. “Patients have responded very approvingly to the increased communications. We are very happy with what Demandforce has enabled us to do, but we want to use it even more. Our goal is to be using Demandforce at full capacity by the end of the year,” said Hohn.

A core philosophy of Hilton Head Internists is to provide personalized patient care with maximum interaction between Dr. Gigante and patients. Without Demandforce, this would be a daunting and exhausting endeavor, but with Demandforce we are fully enabled to implement our philosophy, and also make everyday work life easier. This all translates to a positive and personal experience for the patients. “Dr. Gigante is committed to using the best technology to run the practice. Demandforce is definitely the best for streamlining and optimizing communications, which allows us to really engage existing and new patients in all the right ways,” said Hohn. “Demandforce just makes doing the right thing easy, effective and cost-efficient. How often does that happen?”