



Modernizing Healthcare Operations

5 Drivers for Growth in 2025 and Beyond

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Introduction: Redefining Patient Access and Practice Performance

Healthcare today feels more complex than ever. [Rising patient expectations](#), staff shortages, and financial pressures are stretching your resources thin, making it harder to deliver quality care while keeping operations running smoothly. At the same time, consumerism is extending into healthcare, with patients expecting the same level of convenience they experience in other areas of life as a consumer – like self-scheduling, digital forms, and automated reminders.

Outdated, manual processes often create frustration for both patients and staff, leading to delays in care, missed appointments, inaccurate data, and unnecessary administrative strain. Balancing patient access, efficient processes, and financial sustainability isn't just a goal – it's critical for staying competitive.

This whitepaper explores five critical drivers for healthcare success this year and beyond, offering practical strategies to help you simplify patient access, reduce manual workloads, and build a stronger foundation for sustainable growth.

Five Critical Drivers for Modernizing Patient Access and Healthcare Operations:

1. Eliminating outdated scheduling models.
2. Expanding strategic self-service adoption.
3. Responsible AI integration.
4. Operational consolidation and data utilization.
5. Prioritizing patient access as a growth driver.

Chapter 1:

5 Critical Drivers for Healthcare Growth

Provider organizations aiming for growth this year and beyond will need to balance patient access, streamlined workflows, and financial health to meet rising patient expectations and market demands. By focusing on these five critical drivers, you can create a more efficient, patient-centered care experience while supporting long-term success.

1. Eliminating outdated scheduling models.

Traditional scheduling methods – like appointment request forms, manual callbacks, and paper-based processes – can create delays that make it harder for patients to access care. These inefficiencies often lead to missed appointments, underutilized provider capacity, and staff overwhelmed with repetitive manual tasks.

On average, patients who self-schedule online are 69% more likely to attend their appointment, significantly reducing no-shows.

Modernizing your scheduling system with real-time online booking tools that integrate directly with your practice management (PM) or electronic medical records (EMR) systems, allows patients to view actual availability and book appointments without staff intervention. This reduces unnecessary phone traffic and ensures appointments are confirmed instantly rather than submitted as requests. Adding automated reminders via text, email, and/or voicemail further

minimizes no-shows, while pre-visit instructions sent digitally help patients arrive prepared. These tools not only improve patient access but also reduce staff workload and create a smoother care experience from start to finish. Organizations adopting this approach have seen up to a 10% increase in provider utilization and a measurable reduction in missed appointments.

2. Expanding strategic self-service adoption.

Self-service tools are no longer optional – they have become a critical part of the patient experience. According to a study by [KLAS Research](#), today's patients expect on-demand access to schedule care, complete forms, and manage payments with the same ease they experience as consumers. Without these tools, staff often spend hours managing routine administrative tasks instead of supporting high-touch patient care.

Providing convenience like digital intake forms before a visit allows patients to submit information ahead of time, reducing time spent at check-in and minimizing manual data entry errors. Mobile payment portals make it easier for patients to view and pay their bills from their phones, decreasing the risk of delayed payments. When patients can reschedule or cancel appointments via text or automated chat, staff can spend less time on inbound calls and more time tending to complex cases or coordinating care plans. This proactive approach not only improves staff productivity but also enhances the overall patient experience by putting control in the hands of the patient.



3. Responsible AI integration.

AI offers powerful tools to enhance efficiency in healthcare through automation, but responsible use is needed to avoid compromising care quality. “The tools that are coming out now really open up the door for different thinking, but it has to be balanced with operational realities,” Jeff Gartland, CEO of Relatient shares.

AI-powered chatbots can assist patients with routine inquiries such as appointment availability, triage questions, and basic health information, significantly reducing call volumes. For example, patients requesting to reschedule an existing appointment can receive instant, accurate responses through an AI-driven chat, allowing staff to focus on more complex tasks like care coordination.

By focusing on non-clinical applications of AI, such as managing repetitive tasks, healthcare organizations can automate processes while ensuring staff attention remains on patient care.

4. Operational consolidation and data utilization.

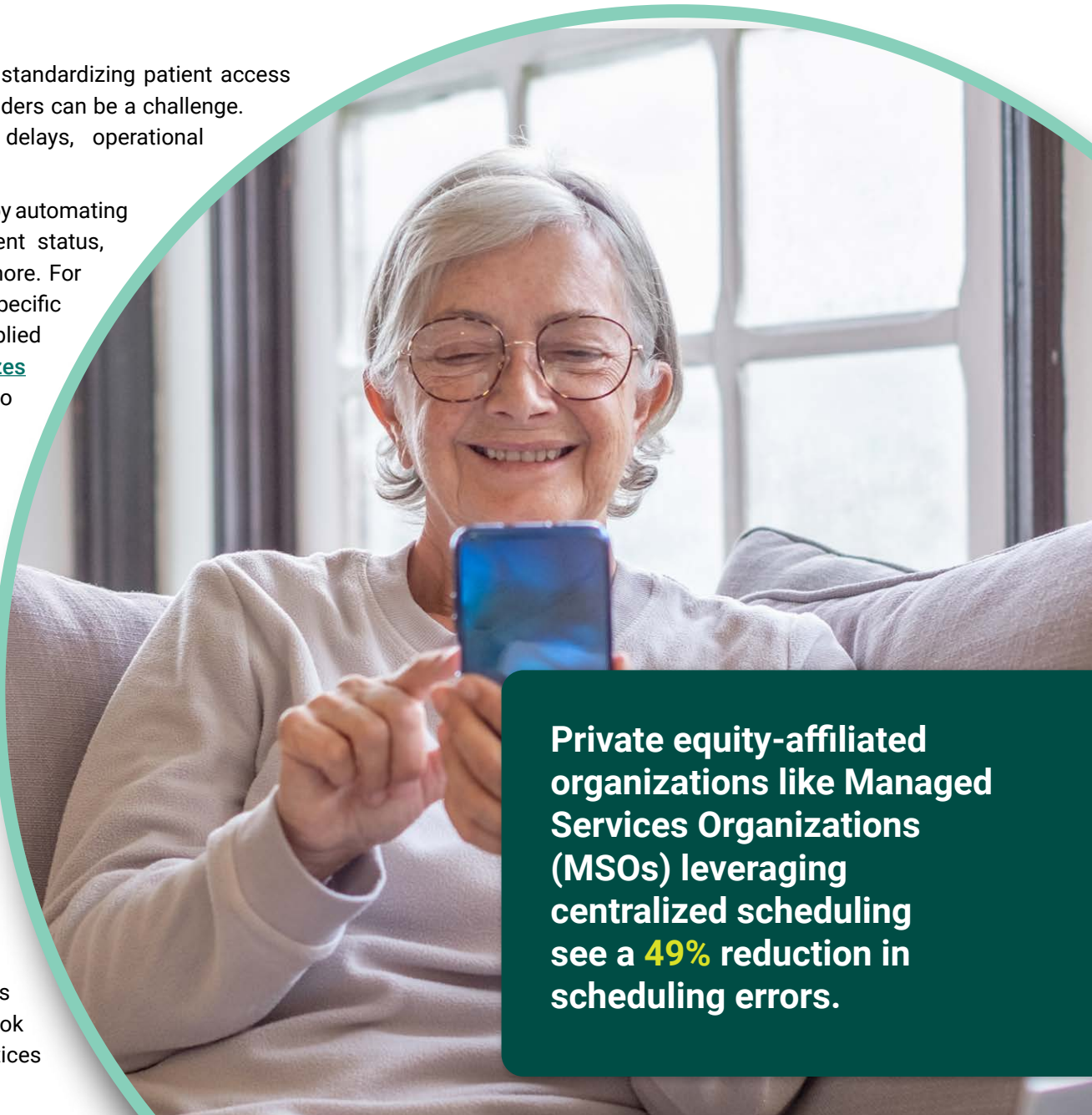
If your organization is expanding or consolidating, standardizing patient access and care quality across multiple locations and providers can be a challenge. Without alignment, you may experience care delays, operational inconsistencies, and missed revenue opportunities.

Intelligent scheduling helps simplify this complexity by automating provider preferences for appointment types, patient status, scheduling blocks across multiple locations, and more. For instance, a provider who only sees new patients on specific days can have this preference automatically applied across the entire system. This approach [centralizes scheduling data](#), allowing for clearer visibility into provider availability, making it easier to balance patient demand, reduce bottlenecks, and optimize capacity.

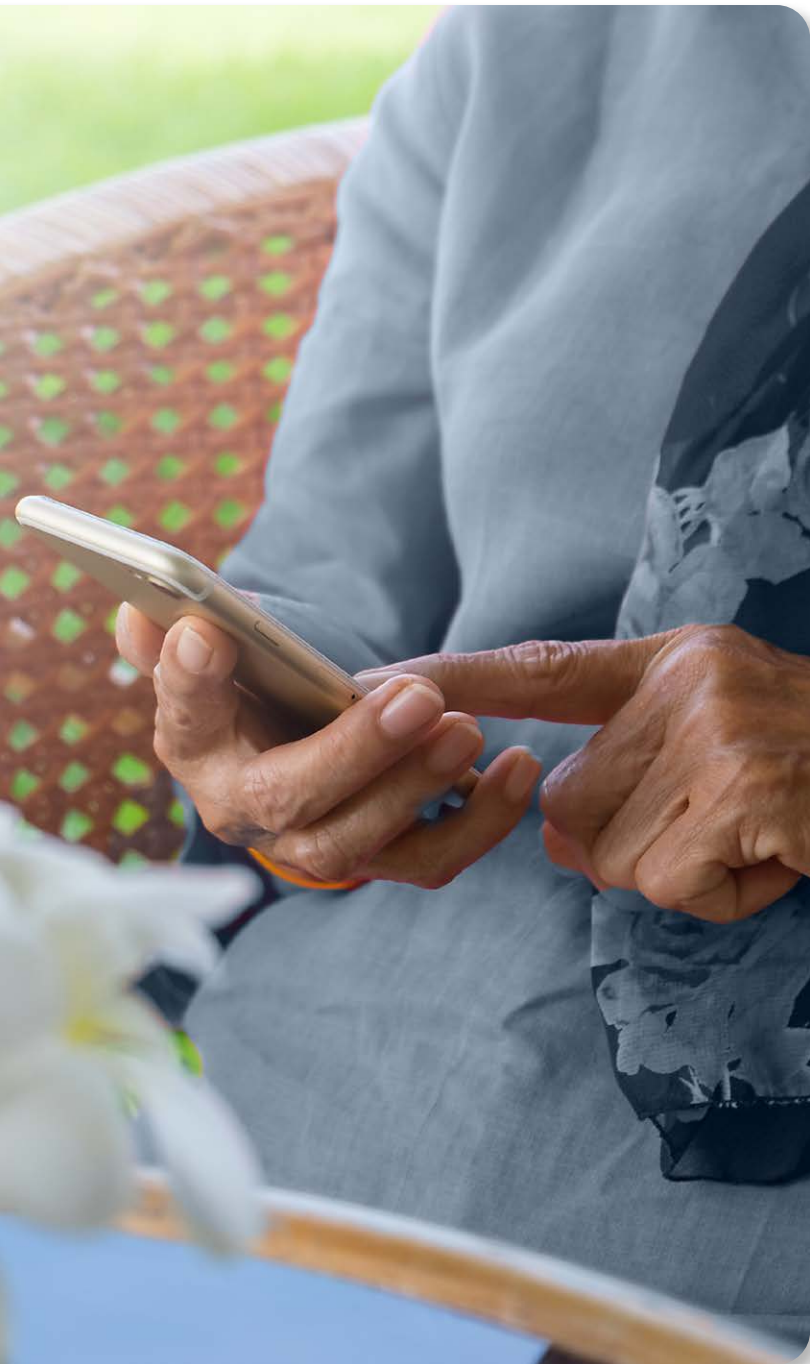
5. Prioritizing patient access as a growth driver.

Improving patient access is no longer just about convenience – it's a powerful strategy for growth and retention. When patients face delays or manual scheduling hurdles, they often seek care elsewhere, leading to lost revenue.

Replacing manual appointment request forms with real-time digital booking tools simplifies the scheduling process and gives patients direct control over their care. Self-scheduling options empower patients to book and reschedule their appointments at their convenience, helping reduce no-shows by up to 50% and cancellations by 97%. Additional features like automated eligibility checks and after-hours scheduling further removes barriers to care, making it easier for patients to book and maintain appointments while ensuring practices operate at higher capacity.



Private equity-affiliated organizations like Managed Services Organizations (MSOs) leveraging centralized scheduling see a 49% reduction in scheduling errors.



Chapter 2:

Unlocking Growth Opportunities & Beyond

Achieving sustainable success will require a strategic focus on scalable operations, patient access, and responsible technology adoption. As healthcare organizations continue to expand whether through mergers, acquisitions, or organic growth, balancing efficiency with care quality will be essential for long-term success. Here are three key strategies to drive growth and success:

1. Eliminate manual scheduling barriers.

Outdated processes like appointment request forms and delayed callbacks create friction in the patient experience, leading to care delays, missed revenue opportunities, and lower patient satisfaction. Intelligent scheduling solutions, powered by APIs, offer real-time connectivity that allows patients to book appointments directly while enabling call deflection and faster referral scheduling. This not only helps reduce no-shows, fill last-minute cancellations, and capture new patient volume but also expands access and automates scheduling-related phone calls for staff to support better patient care, creating a smoother, more patient-centered experience.

76%
of healthcare leaders believe
automation will allow them to
perform at their highest skill level

Source: Phillips Future of Health Index 2024



2. Standardize operations during consolidation.

As mergers, acquisitions, and organic growth accelerate, many organizations face challenges balancing operational consistency across multiple locations and providers, leading to care delays and missed opportunities. A centralized scheduling system can help you standardize workflows while maintaining local flexibility. Organizations can reduce bottlenecks, balance patient load, and create a more consistent care experience across your entire network.

3. Leverage AI for smarter automation.

AI can be a powerful tool for streamlining operations when applied thoughtfully. However, its greatest impact lies in administrative automation. AI-powered tools can automate routine tasks such as appointment management, reducing staff workload while ensuring a smoother patient experience.

By focusing on self-service tools, standardizing processes, and responsible automation, your organization can expand effectively while improving patient satisfaction and operational health.

Chapter 3:

Measuring Success and Sustaining Growth

Sustaining growth and success requires a continued focus on the key drivers that fuel both patient access and operational health. Eliminating manual scheduling barriers, standardizing operations during times of growth, and leveraging technology are not just strategies for expansion – they're ongoing principles for success.

Wondering where to start? You can measure progress by assessing how well these strategies are maintained over time. Improved patient access, such as offering real-time scheduling and reducing care delays, reflects positive momentum. Likewise, operational consistency across multiple locations and providers – ensuring standardized processes and balancing capacity effectively – demonstrates scalable growth. By staying committed to these drivers and regularly refining processes, your organization can build a foundation for long-term success and sustainable growth.

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“This will be a pivotal year for healthcare transformation – focusing on operational alignment, patient convenience, and scalable technology will determine which organizations thrive.”

Jeff Gartland
CEO
Relatient



The background of the entire image is a dark teal color with a pattern of light teal, concentric, wavy lines that resemble topographic map contour lines. These lines are irregular and flow across the frame, creating a sense of depth and movement.

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See Dash in Action

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