Advancing the Patient Experience and Call Center Performance



SPECIALTY: ORTHOPEDICS

PROVIDERS: 54

LOCATIONS: 6

PM/EHR: ATHENAHEALTH

Key Wins

78%
Online appointment conversion rate

33%
Of appointments scheduled after-hours

54%
Of calls handled by Voice AI

8%
Call abandonment rate reduction with Voice AI

> “Nobody wants to wait for an answer, and if you can’t provide that access to care, they’re going to seek it elsewhere. That’s why we’ve been focused on improving access and why we’ve been successful growing the organization.



Ross Rigdon
Chief Operating Officer
Raleigh Orthopaedic

The Goal

Raleigh Orthopaedic, a leading orthopedic practice in North Carolina, with over 50 providers across six locations, set out to modernize how patients access care. With rising call volume and complex provider preferences, the team needed a way to reduce friction for patients booking appointments and ease the burden on staff.

Improving access wasn’t just about efficiency, it was about meeting patient expectations in a digital-first world.

The Solution

Raleigh Orthopaedic approached patient access optimization in strategic phases. They began by centralizing scheduling within the call center, standardizing provider rules and preferences across all locations to reduce complexity for staff and improve scheduling accuracy.

From there, they introduced online self-scheduling to give patients 24/7 convenience and relieve the phones during peak hours.

To further scale access without adding headcount, they enabled agentic AI agents as an extension of their intelligent scheduling platform, handling routine confirmations, cancellations, and rescheduling calls. This freed their team to focus on high-touch interactions and new patient needs.

The Relatient Difference

Relatient’s intelligent, rules-based engine powers Raleigh Orthopaedic’s entire access strategy, supporting centralized scheduling, online self-scheduling, and agentic AI.

By applying provider rules consistently across every channel, the team ensures patients are matched to the right appointment type, provider, and location no matter how they schedule.

The centralized platform also simplifies training and onboarding for new staff by reducing the dependencies on staff knowledge.

Meanwhile, its agentic AI solution, Dash Voice AI, supports the contact center by managing routine tasks, giving schedulers more time to focus on patients with complex needs.