

Case Study: Urgent Care Group Selects Qure4u after a 65-Question, 16-Vendor Vetting Process

With a 13-year history of operating clinics 80 hours a week 363 days a year to cater to diverse patient needs, and expanding into primary care and pediatrics, TrustCare's motto is to help patients feel better faster. The TrustCare team understands the importance of technology in business success. **However, as they learned, the devil is in the details.**

Common goals, unique challenges

Improving clinic efficiency while ensuring a great patient experience is a focus for every practice, but providers across certain specialties operate within their own uniquely challenging environments. In the bustling world of urgent care, every second counts and patient satisfaction is an uphill battle.

As Philip Coburn, Chief Operating Officer of TrustCare, puts it, "Nobody wakes up thinking, 'I can't wait to visit TrustCare because I might have the flu or my child is too sick to go to daycare.' Because patients come through our doors feeling unprepared, unhappy, or anxious, the slightest misstep can have a negative impact. From a customer service standpoint, we're starting underwater so we've got to be better. That means everything we use has to contribute to improving the patient experience."

The technologies and workflows a practice utilizes have the potential to make or break the patient experience and position the business for success.

The partnership at a glance

Numbers are based on a 7-month time period since implementation

53k

Appointments checked in

Resulting in 8,893 staff hours saved or \$133,397.55 in staffing costs. That's the equivalent of 300+ staff hours per week that were able to be reallocated from manual front desk check-in to more high-value patient interactions!

Obstacles to success

While TrustCare's previous vendor had helped the practice transition from paper to digital registration, TrustCare clinics were encountering challenges that impacted their ability to maximize operational efficiency and deliver the best patient and staff experience.

1. Inconsistent customer support

TrustCare's previous vendor had scaled its business quickly, leading to a disjointed customer experience. Account managers were often reassigned to other accounts and TrustCare's main point of contact kept changing. These frequent shifts impacted the team's ability to optimize adoption and utilization of their digital tools.

2. Frequent system downtime

While digital solutions are implemented with the goal of automating manual tasks and making things easier for everyone, system instability can have the opposite effect. Frequent system downtime with TrustCare's previous vendor had resulted in frustrated staff and dissatisfied patients. While the goal of digital solutions is typically to reduce incoming phone calls, TrustCare staff instead found themselves spending precious minutes waiting on the phone, trying to get in touch with support. Each system outage triggered a domino effect, squandering valuable staff time and disrupting clinic operations.

The search begins ...

Dissatisfied with its previous digital care vendor and wanting to enhance both efficiency and the patient experience, TrustCare found itself at a crossroads. The leadership team resolved to take matters into their own hands, deciding to explore solutions that would holistically enhance the patient journey, spanning from registration to care delivery. Spearheading this initiative was Chief Operating Officer, Philip.

Philip designed a thorough vetting process. The goal was to design a vendor selection process that was as impartial as possible in order to select the best vendor based solely on its ability to support TrustCare's needs.

Working with his team, Philip laid out a plan to conduct a detailed assessment of 16 digital engagement vendors, including a 65-question request for proposal (RFP) and a series of vendor meetings, attended by leadership from every department, including Marketing and Human Resources.

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After scoring each vendor's features and functionality line by line, TrustCare selected Qure4u as the platform best suited to streamline operations and enhance the patient journey. With its scalable platform and customizable, brandable features, it was clear Qure4u could support TrustCare's unique workflow needs.

Zooming In!

Here's a few unique advantages TrustCare discovered during the selection process:



The Solution

Dedicated CMS & C-Suite Support, Custom forms, Consents-on-the-Fly, Patient Self-Scheduling, Staff-Scheduling, Digital Check-In, and Collections

Qure4u supports every step of the patient journey. TrustCare has not only integrated Qure4u into the workflows of their urgent care centers but the Qure4u platform can grow alongside them. Qure4u solutions can be adapted to solve any challenge, whether it's accommodating specific provider preferences, facilitating the onboarding of new staff members, managing diverse appointment types or new locations, or expanding into specialties outside of urgent care.

1- Tailored workflows and ease of use

"We chose Qure4u for their exceptional ability to tailor solutions to our specific needs," explained Philip. "While many vendors expect clinics to conform to their offerings, Qure4u takes a different approach, prioritizing adaptation to meet the clinic's requirements."

If you're a mother with a 3-year-old and an infant in the car, and the little one has an earache, the last thing you need is to answer 20 extra questions before we can see you. The flexibility provided with their digital check-in solution ensures a better patient experience, faster throughput, and seamless integration."

1. Qure4u enables TrustCare to customize patient check-in questions based on individual needs like gender, age, and insurance coverage. For instance, if a patient indicates they have Medicaid coverage, the system prompts relevant questions like income verification, skipping irrelevant ones that would display for commercial insurance plans.

2. Qure4u Digital Check-In offers provider-specific configuration, helping to ensure providers get their specific needs covered, eliminating paper forms and manual data entry.

2 - Uptime and support

Like many urgent care practices, TrustCare's business doesn't shut down outside the hours of 9 to 5. With clinics open 80 hours per week, TrustCare appreciated the fact that Qure4u support was available to help no matter the time of day.

"When a problem or question did arise, the accessibility and responsiveness of Qure4u's team was crucial in our decision-making process. We were able to easily get in touch with the entire team – including Monica, the founder and CEO, as well as Bill, our implementation specialist, and Kayme, the Director of Product," said Philip.

Qure4u's unwavering customer support and system uptime of 99.99% were able to address TrustCare's essential requirements of reliability and accessibility. This, coupled with the platform's versatility, has enabled TrustCare to support various specialties, without compromising performance or patient experience.

The Outcomes:

Efficient staff, optimized workflows, continuous support, happy patients

A lasting partnership

Since implementing Qure4u seven months ago, TrustCare has experienced zero downtime, ensuring their clinics operate smoothly to provide exceptional care. All 11 locations have been able to automate their patient registration and digital check-in processes, managing tens of thousands of monthly appointment slots.

Qure4u's custom patient workflows have helped ensure a seamless dispatch of tailored forms and questionnaires to the individual patients that flow automatically into the EHR, all without staff intervention. Patients of all ages have embraced these digital tools, even the patients who are typically thought to be more hesitant to adopt new technology.

With Qure4u, TrustCare has collected over 800,000 patient forms and with 99% of copays and balances paid pre-visit, they have collected over \$1 million in digital collections.

The partnership at a glance

807k

Check-in tasks completed by enabling patients to self-serve.

That's an average of 15 tasks completed per appointment with no staff involvement needed!

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The digital enhancements don't stop ...

TrustCare has also implemented custom forms, consents on-the-fly, and self-scheduling features, significantly improving registration efficiency and data accuracy while reducing staff workload and increasing patient access.

As TrustCare reflects on the impact of Qure4u over the past six months, they recognize that the journey towards innovation and efficiency is ongoing. Looking ahead, TrustCare plans to leverage Qure4u's robust analytics and reporting capabilities to further optimize operations and enhance patient outcomes.

Curious to see what Qure4u can do for your Urgent Care practice? [Schedule a demo today](#) and discover how you can streamline operations, enhance patient satisfaction, and elevate your standard of care.