

# **Appointment-Plus Case Study: Medical Scheduling**

**Doctor Kara, PC**

## Client Profile

Doctor Kara, PC, is a family nurse practitioner clinic in Sandy, UT, that offers such services as sports and school physicals, preventive health screenings, and x-ray and ultrasound test. Kara Diersing Clapp, PhD, NP, the owner and sole staffer of the clinic, schedules 16, 30-minute appointments three days a week.

## The Challenge and Problem

Prior to using Appointment-Plus, Ms. Clapp relied on another online scheduler for her appointment needs. Being the sole employee at her practice, she relied on the convenience of online patient self-scheduling and automated processes to efficiently run her operations. However, the service lacked one crucial feature: online patient payment options and credit-card processing. As many of her patients pay for their own services, this component was an integral part of her scheduling procedures.

## The Discovery

Despite promises of adding a point-of-sale module to its software, the provider did not deliver in a timely manner. After two years of waiting, Ms. Clapp decided to change scheduling providers. She sought out an online system that offered the same standard functionality as her current scheduler—patient self-scheduling, automated reminders, recordkeeping capability—but with a reliable point-of-sale module.

## The Solution and Implementation

Ms. Clapp discovered Appointment-Plus while conducting an online search. After researching its capabilities—especially its online point-of-sale features—she chose it as her new online appointment scheduler.

## The Results

Thanks to Appointment-Plus, Ms. Clapp can remain “hands off” when it comes to managing and processing her appointments and focus more time on her patients. Her patients appreciate the convenience of scheduling their own appointments online; in fact, almost 100 percent of individuals under the age of 40 book in this way. Online self-scheduling also saves her practice money: Ms. Clapp estimates a savings of \$40 per patient per visit. E-mail and text message reminders are also a big hit with her patients and almost eliminate the number of “no-shows.” With its automated processes, Appointment-Plus allows Ms. Clapp run her busy office by herself.

***Appointment-Plus** ([www.appointment-plus.com](http://www.appointment-plus.com)) is the worldwide expert in online scheduling solutions and creator of the scheduling industry’s most flexible and feature-rich software program. Servicing over 100 different industries in 16 countries throughout the globe, it’s the premier Web-based booking application for growing businesses, enterprises, higher education, government and logistics. With over 15 million end-users and 80 million appointments booked since its inception in 2001, Appointment-Plus is one of the fastest growing cloud-based services in the world. Headquartered in Scottsdale, Ariz., organizations ranging in size from Fortune 500 companies to small businesses use Appointment-Plus to book an average of 3 million appointments monthly.*