Insight 1: Absenteeism during Appointments is a lot Common Among Mental Health Appointments.

Conclusion: Therapist appointments have 66.7% no-show rates (2 out of 3 booked appointments are missed) and, as a result, have the most no-show rates, GPs have 0% and Specialists have 50%.

Consequence: This is a mental health service usage which is lost as well as revenue which is lost for therapists as service providers.

Supporting Data: 2 out of 3 missed therapist appointments (no shows) are patients (3, 6) and all 4 GP appointments were attended.

Insight 2: There is a Strong Relationship Between Engagement and the Likelihood of Attendance

Conclusion: Patients with a high level of app engagement are able to attend appointments seamlessly (login and interact with content). Patient 4 had 4 logins, but missed a GP appointment, and Patient 1 with intermittent engagement attended their GP visit but missed the Specialist appointment.

Consequence: There is definitely engagement out of which 70% of patients attended appointments.

Supporting Data: 70% of attended appointments were patients who were engaged with the app in any form.

Insight 3: This is the most crucial point. Early Engagement for Extended Success Focused 1 Month on Signup to Maximize the Advantage.

Conclusion: Patients who engage with the platform in the first 30 days of signup tend to be more likely to schedule and attend appointments.

Consequence: This suggests that the first month after signup is a crucial time that needs to be focused on.

Comments: In January 2025, patients 1, 4, and 7 all had appointments scheduled within 5 months of signing up.

Insight 4: Differences Among Regions In Use of the Platform.

Finding: Patient distribution by region ( East: 3, West: 3, North: 2, South: 2) has suggested even distribution, but engagement by region has shown different patterns.

Impact: Even distribution by region, but support needs may vary by the region.

Data Support: Even distribution of patients suggests good penetration of the market in all regions in the area serviced.

Insight 5: Concerns on Patient Health Trends for Lab Results.

Finding: 4 out of 10 patients have positive flags on diagnoses in their lab results, most of them for LDL cholesterol (3 patients) and for HbA1c (1 patient).

Impact: The patient population has conditions that require management.

Data Support: Positive diagnosis flags in patients 2, 5, 6, and 10 indicate that the patient has chronic conditions that need managing.

STEPS TO TAKE IN ORDER TO IMPROVE ENGAGEMENT AND DECREASE NO-SHOWS

Recommendation 1: Add a Computerized Reminder System for Upcoming Mental Health Sessions

Action: Initiate additional scheduling reminder protocols and emails by a therapist 3 days and 1 day, and 2 hours before the appointment, 72 hours, and 24, and 2 hours in advance respectively.

Specifics:

* Significantly more than 3 emails: Mask Other Appointment Reminders: 72 hours, 24 hours, and 2. Enable App Rescheduling
* Use language that is consistent with mental health such -as ‘empathy’ reminder and messaging on the value of consistency and benefits of mental health follow-ups.
* Facilitate and enable faster app rescheduling.

Expected Impact: Anything outside the ‘n’ range would suggest that the previous therapist productivity and appointment completion rate was below the desired value.

Recommendation 2: Description of the Patient and User Engagement by Risk Estimates Evidence Based on Predictive Engagement Analytics.

Action: Apply an app engagement analysis to develop a predictive risk assessment of potential appointment no-shows.

Specifics:

* ‘High-risk patients’ users with `2 Logins’ per week.
* Enable ‘reach-out’ for patients that are declining, and engagement is falling.
* Target and hire more care coordinators to assist `high risk’ patients.

Expected Impact: 10% to 25% better in overall no-show rate.

Recommendation 3: “30 Days Free” For Every New Patient

Action: Develop and shape a formal and clear guided journey for every new patient that leads to an onboarding appointment.

Specifics:

* ‘First Contact’ to every new patient by phone within 2 days of registering.
* App onboarding - guided with profile completion and engagement.
* During the First Contact, the app is auto-advanced to suggest the date and time of the appointment.
* Users receive messages and prompts from the system for the first two weeks every day.

Expected Impact: Foster higher `No Show’ appointment rates and increase scheduling first appointment rates by 40%.

* Immediate (Week 1-2): Developing a more efficient system of reminders for therapist appointments.
* Short-term (Month 1): Onboarding process for new employees in the first month.
* Medium-term (Month 2-3): Risk scoring based on engagement.
* Long-term (Month 3-6): Strategies by provider and pathways for managing chronic conditions.  
  success metrics to track
* No-show rate (goal is: below 15%)
* Attendance by each provider
* Time taken from signup to the first appointment (goal is: below 21 days)
* Active users in a month (goal is: more than 75%)
* Patient satisfaction (goal is: more than 4.5 on a 5.0 scale)