GROW THERAPY

Intake Center Optimization

Strategies for Boosting Patient Experience and Revamping Operations

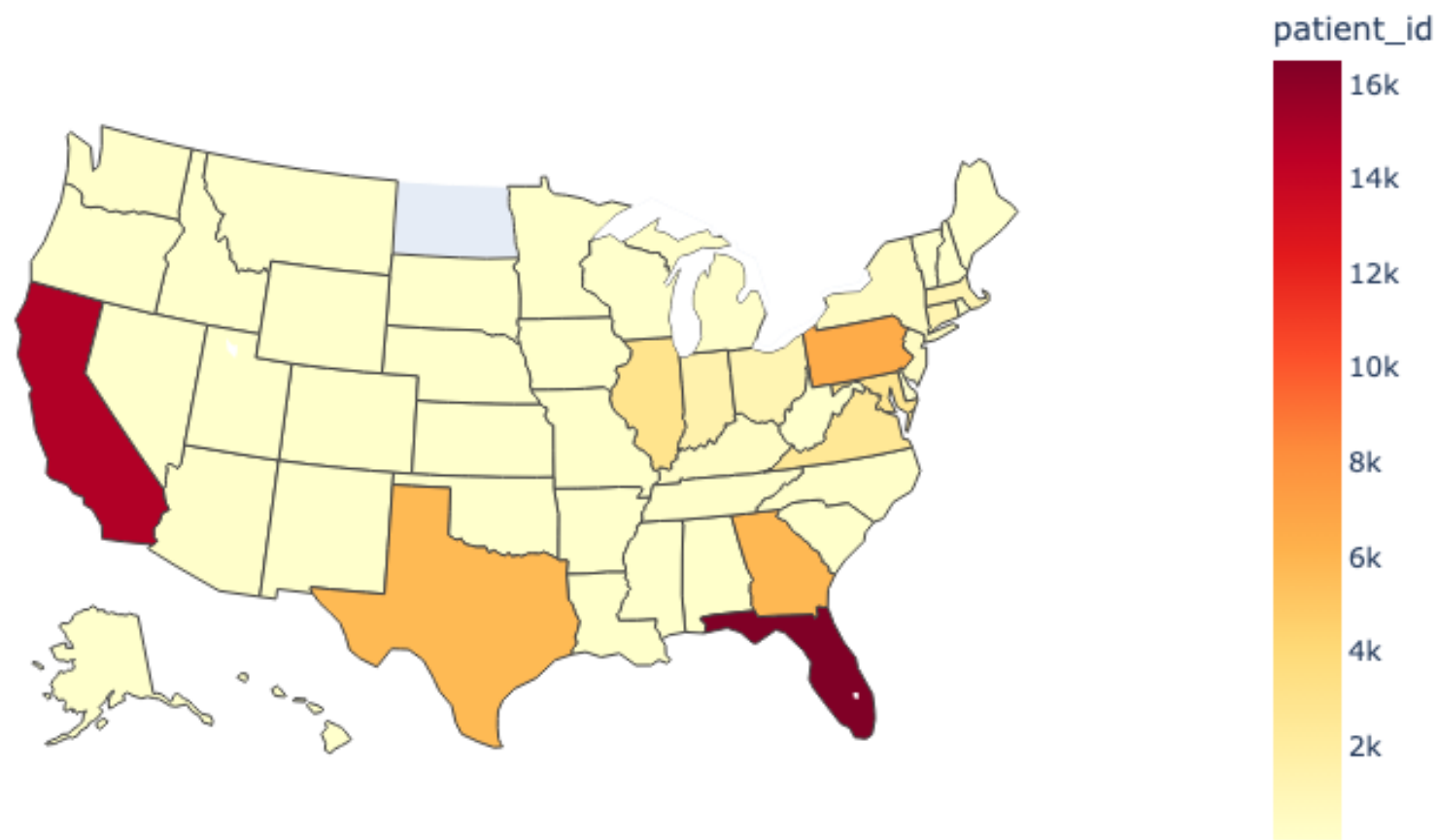**Ashley Vizcaino**

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Table of Contents

Key Topics Discussed in This Presentation

- Current State of Intake Center
- Areas of Opportunity
- Viable Experiments to Run

Intake Center Demographics

Patient Counts by State

Highest count in FL: 16506 patients | Lowest count in VI: 2 patients

- Patients are from all over the country, including two US territories (PR and VI)
- FL has the highest number of patients: 16506
- VI has the lowest number of patients : 2

- The majority of patients are women
- The average age of patients is 31.25 years
- The oldest patient is 99 years old The youngest patient is 2 years old
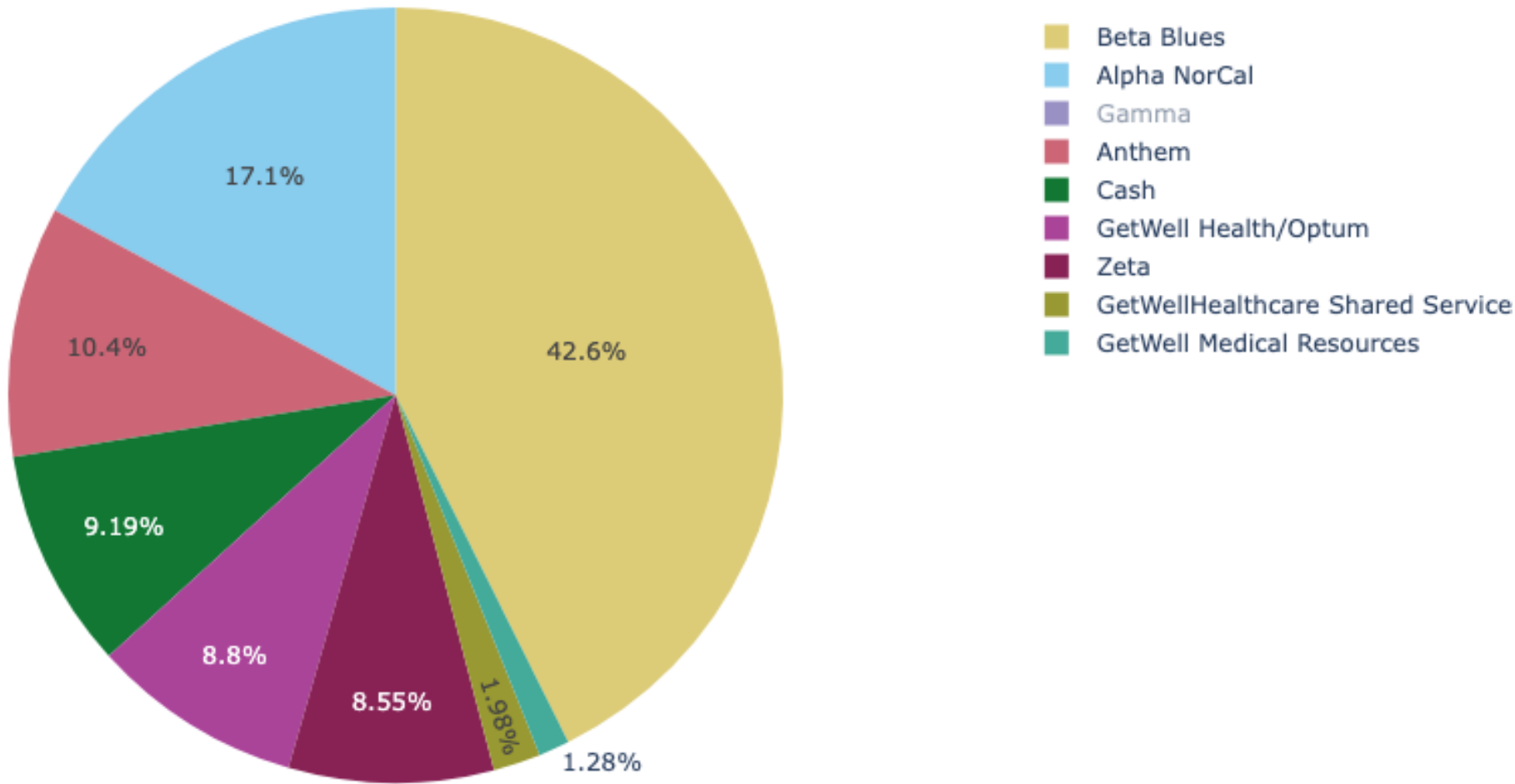
Distribution of Age and Gender of Patients

gender
- Female
- Male
- Other
- Decline to Specify
- Unknown

Insurance and Providers

UTM Parmeters
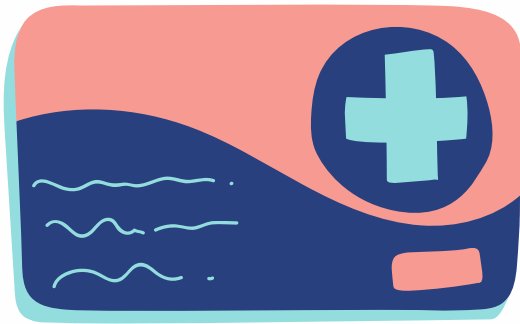
- Beta Blues has the highest percentage of patients while ANTHEM has the lowest.
- The provider with the most patients is 3244 with 441 patients
- The provider with the least patients is 38 with 1 patient
- The highest patient registration month is November
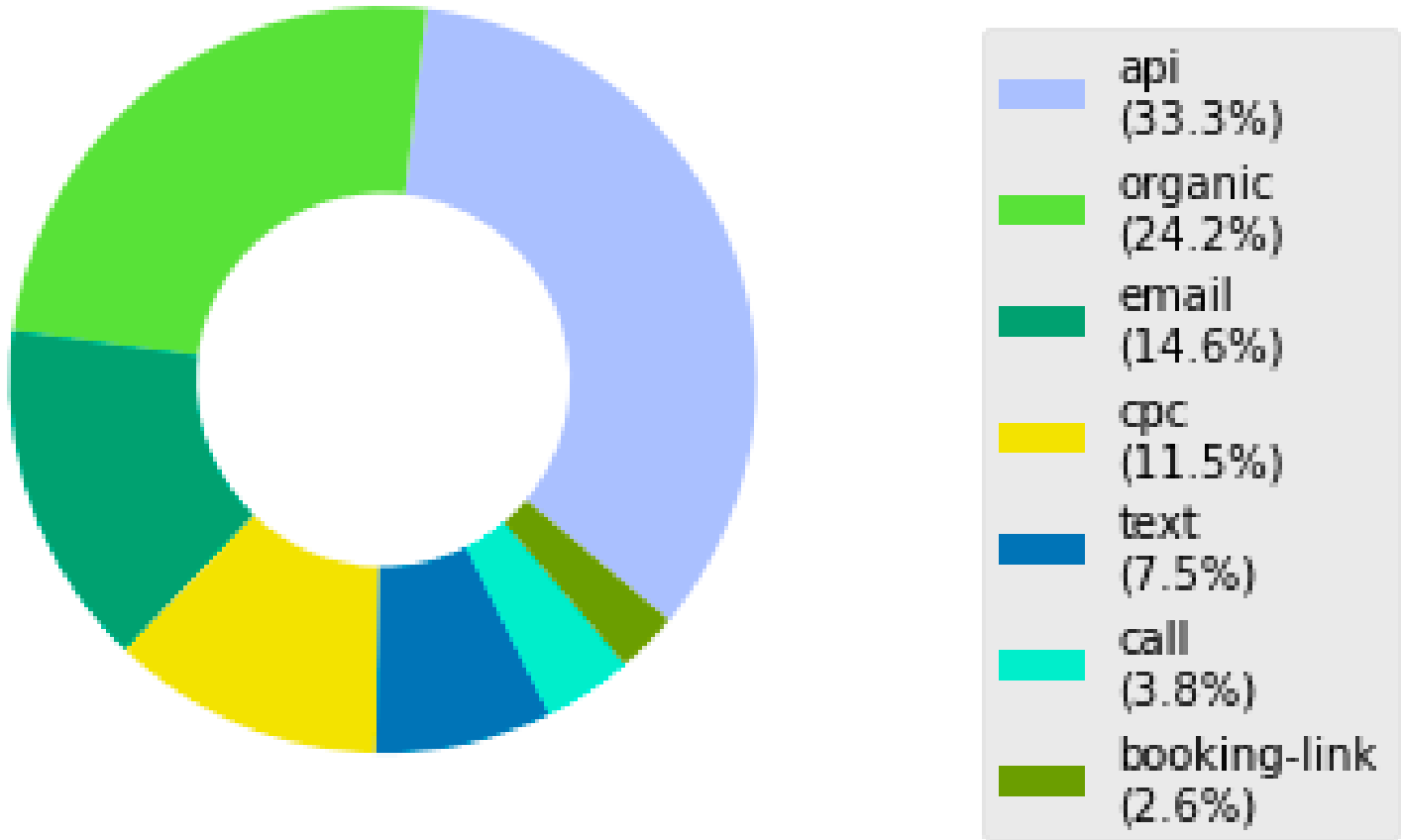- The most popular registration day is Tuesday

- The most popular UTM medium is api
- The most used UTM source is Zocdoc
- 1-standard-profile was the most popular campaign

Percentage of Insurance Types

Legend:
- Beta Blues
- Alpha NorCal
- Gamma
- Anthem
- Cash
- GetWell Health/Optum
- Zeta
- GetWellHealthcare Shared Service
- GetWell Medical Resources

Pie slices: 42.6%, 17.1%, 10.4%, 9.19%, 8.8%, 8.55%, 1.98%, 1.28%

UTM Medium Distribution

Legend:
- api (33.3%)
- organic (24.2%)
- email (14.6%)
- cpc (11.5%)
- text (7.5%)
- call (3.8%)
- booking-link (2.6%)

Areas of Opportunity

1 —————————— 2 —————————— 3

ADRESSING DISPARITIES

Varying patient numbers across different states

- Presents an opportunity to expand the reach of the intake center
- Attract a more diverse patient population

INCREASING INSURANCES ACEPTED BY PROVIDERS

Creating more Insurance diversity

- Increasing the number of insurance types accepted by providers to attract more patients to the intake center

INCREASING VISIBILITY AND ACCESSIBILITY

Explore other mediums,sources, and campaign to increase reach

- There may be other avenues that have not been explored yet

VIABLE EXPERIMENTS

- Explore other mediums such as social media ads or email marketing campaigns to increase reach and attract new patients
- A/B testing
- Conduct a survey to determine potential patients' insurance companies
- Assess feasibility of adding non-accepted insurance companies
- Geographically target areas with low patient numbers through social media ads or local healthcare partnerships