Goal: Improve engagement and reduce no-shows.

Insights:

- Specialists have the highest no-show rate (50%). Although specialist volume is lower than other providers, their no-show rate is disproportionately high.
- App engagement:80% of patients are active. Most patients use the app for logins and messaging; few patients read articles or watch videos.
- Region: Patients in the North have the highest no-show rate despite higher engagement levels; the North accounts for about 20% of our patient base.

Recommendations:

- Proactively confirm specialist appointments. Send email/push reminders with one-tap confirm/reschedule; follow up by phone if unconfirmed.
- Enhance in-app content to boost engagement. Emphasize concise, relevant items (pre-visit checklists, short videos, condition-specific tips).
- Implement a tailored intervention for the North region. Use localized messaging, extra reminders, and flexible scheduling options.