



Healthcare Provider Reduces Failed Appointment Reminders by 69% with 360 VTM/VTP



Industry
Healthcare



Company Size
Not Disclosed



Region
United States



Featured Solution
360 VTM/VTP

The Customer

The customer is a U.S.-based healthcare provider operating specialty clinics across multiple locations. The organization manages patient inquiries, appointment scheduling, referrals, preventive care programs, and follow-up communication through Salesforce. Every day, hundreds of new patient records are created through online registration forms, call centers, physician referrals, and outreach campaigns, making clean patient data essential to keeping care on schedule.

Problem Statement

Patient contact information was entering Salesforce inconsistently across too many channels for staff to catch every error. Mistyped emails, invalid phone numbers, and duplicate patient records were affecting patient communication, causing appointment reminders, pre-visit instructions, referral updates, and post-care follow-ups to fail, sometimes without anyone noticing until a patient missed a visit. Administrative teams were spending valuable time correcting contact details, while fragmented records were making it harder to maintain strong healthcare data quality and one clear communication history per patient.



The Challenge

Perform patient email verification and phone verification at registration and booking, instead of discovering errors after an appointment had already been scheduled.

Use healthcare phone number verification to identify which patient numbers could receive SMS reminders versus landlines that could not.

Identify which patient phone numbers could actually receive SMS reminders versus landlines that could not.

Reduce duplicate patient records created through online bookings, referral partners, and repeat registrations.

Minimize the manual effort spent calling patients simply to reconfirm contact details.

Give scheduling, patient access, and care coordination teams greater confidence in the contact data stored inside Salesforce.

The Solution

We implemented 360 VTM/VTP within Salesforce to validate patient contact information and improve healthcare data quality at every stage of the registration and communication process.

- Enabled real-time healthcare email verification during patient registration to identify invalid, inactive, disposable, and high-risk email addresses before they entered Salesforce.
- Added real-time phone verification with line-type detection, allowing the organization to identify mobile, landline, and VoIP numbers so appointment reminders could be routed through the appropriate communication channel.
- Performed a bulk verification of existing patient records to identify outdated contact information, unreachable phone numbers, and duplicate patient records built up over years of operations.
- Configured Salesforce Flow automation to periodically re-verify patient contact information, helping maintain clean patient data between visits.
- Provided scheduling and care coordination teams with verification status directly inside Salesforce, enabling staff to resolve contact issues proactively before appointments and follow-up outreach.

The Outcome

With 360 VTM/VTP validating patient contact information at every stage of intake, the provider built a more dependable patient communication process across its clinics. Appointment reminders reached more patients, referral updates became more reliable, and administrative staff spent less time correcting registration errors. Instead of reacting to failed reminders and missed calls, the organization now catches inaccurate contact data before it enters Salesforce, supporting smoother scheduling, stronger patient engagement, and more consistent care coordination across locations.

The Impact

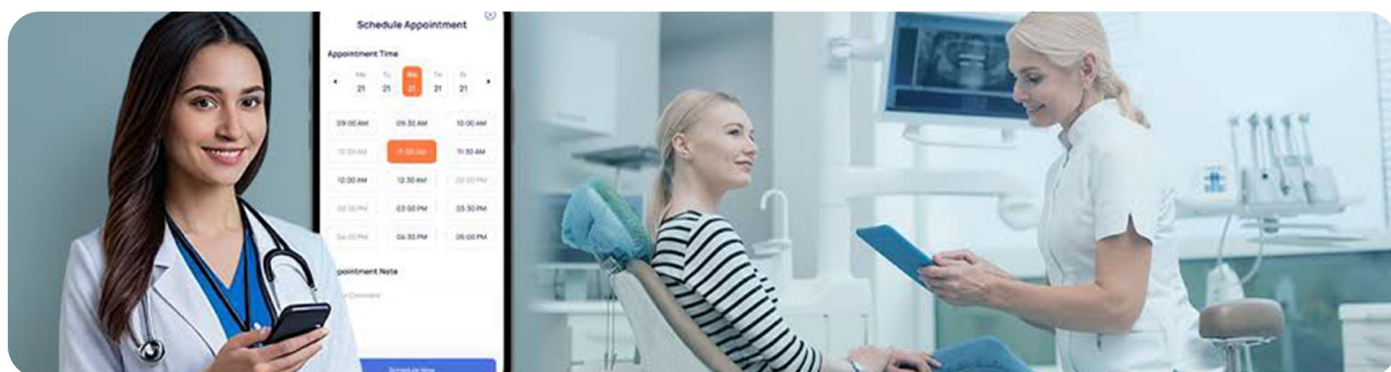
69% reduction in failed appointment reminders

95% accuracy in verified patient contact records

16 hours saved weekly on contact validation

93% of patient records verified and cleaned

31% fewer reminder-related patient no-shows



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