

Leading Practice Uses New Technology to Improve Phone Calls

Chesapeake Urology Associates is streamlining its patient telephone service with advanced automated workflow and documentation tools.

CHAPEL HILL, NC., (October 11, 2016) – Keona Health has announced that Chesapeake Urology Associates (CUA), the leading urology practice in the Mid-Atlantic region, has selected Health Desk to further its mission to ensure every patient has a superior experience. CUA is improving the flow of information between the patient, their health care team and their physician.

CUA receives 9,100 phone calls per year for each medical provider. Nearly 4,000 of these will be clinical triage calls most of which had to be resolved by the patient's care team. The Patient Assistance Center alone spent 600 hours each year supporting one physician, not counting the time and cost of the physician's care team.

Dr. Sanford Siegel, Chesapeake's CEO, said "We have been charged with growing the business dramatically, and we needed a solution for handling our phone calls that is scalable. Health Desk is enabling us to deliver our triple goal to reduce costs, improve standardization, and improve our patient's experience."

Health Desk is an online platform that combines telephone triage guidance with patient service features for every call. It helps providers answer patient questions consistently, timely, with automated documentation. After the call, Health Desk's workflow automation ensures no question falls through the cracks. Reports give advanced insight into patient needs and operational efficiencies.

"For the patient experience to improve, we needed the ability to track service tasks and drill down to detailed performance metrics," said Cindy Feeley, Patient Relations and Process Improvement Director of Chesapeake Urology Associates. "I'm happy to say that in the short time since implementing Health Desk, our wrap-up time has decreased by 26 seconds and fewer calls are being forwarded to the care teams."

Each hospital or provider practice can create their own branching electronic protocols and scripts to facilitate consistency, which is what Chesapeake did. They took an extra 3 weeks during the initial installation to create 30 custom protocol guidelines.

"Health Desk is designed to provide relief for what is widely recognized to be one of the biggest pain points in medicine today, patient call support" said Oakkar Oakkar, CEO of Keona Health. "Our approach improves response time, reduces cost, and increases patient and staff satisfaction."

About Keona Health

Keona Health helps healthcare professionals communicate with their patients while relieving the telephone burden. Keona is dedicated to give patients access anytime and anywhere with the trust and convenience they deserve, making care more personal, accurate, and easy. For more information, see <http://keonahealth.com> and [Twitter](#).

About Chesapeake Urology Associates

Chesapeake Urology Associates is the largest urology practice in Maryland and the Mid-Atlantic region. Our urologists deliver the most innovative and compassionate urology care available.



Composed of more than 60 of the mid-Atlantic region's top urologists, including many who are fellowship trained, four radiation oncologists, a pediatric urologist, and a urologic pathologist, Chesapeake Urology provides the convenience of 21 urology centers and 14 surgical centers throughout Maryland. - See more at: <http://www.chesapeakeurology.com/>.