

## INDEPENDENT PRACTICE CASE STUDY

# Revitalizing Patient Engagement for an Orthopedic Practice



### Abstract

When an orthopedic practice struggled with inefficient patient communication via its management system, DOCNDOC transformed its approach. Prebuilt campaigns, patient guides, and strategic planning reduced revisit dropouts by 17% and boosted medication adherence by 7% within three months.



### Challenges

Despite a feature-rich practice management system, the physician faced poorly designed newsletters, a cumbersome interface, and limited time to focus on communication. Seasonal campaigns and targeted outreach for long-recovery patients were nonexistent, further weakening engagement and adherence.



### Solutions

DOCNDOC provided prebuilt email campaigns and condition-specific patient guides, uploaded directly into the physician's system. Strategic serial campaigns addressed 15 key orthopedic conditions, ensuring patients received tailored advice. Educational emails focused on improving medication adherence, while DOCNDOC ensured on-time execution.

## RESULTS

### Prebuilt Campaigns

Ready-to-use, professional email to simplify patient communication, ensuring consistent quality and branding without extra effort.

### Time-Saving Solutions

DOCNDOC manages campaigns end-to-end, minimizing physician workload and maximizing time for patient care.

### Measurable Results

A 17% reduction in revisit dropouts and 7% better adherence reflect the success of personalized, targeted communication strategies.



*"Their prebuilt content saved me hours and improved my connection with patients. Outcomes speak volumes—revisit rates and adherence have never been better."*

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# Revitalizing Patient Engagement for an Orthopedic Practice

### Abstract

When a busy orthopedic physician struggled with inefficient patient communication through a practice management system, DocNDOC's prebuilt content solutions streamlined his efforts, leading to a 17% drop in revisit dropouts and a 7% rise in medication adherence within three months.

### Introduction

An experienced orthopedic specialist had invested in a robust practice management system, complete with tools for patient newsletters and communication. However, despite its drag-and-drop interface, the system proved time-consuming and ineffective in delivering professional-grade results. Strapped for time and juggling a demanding schedule, the physician deprioritized patient communication, resulting in missed engagement opportunities and declining patient adherence.

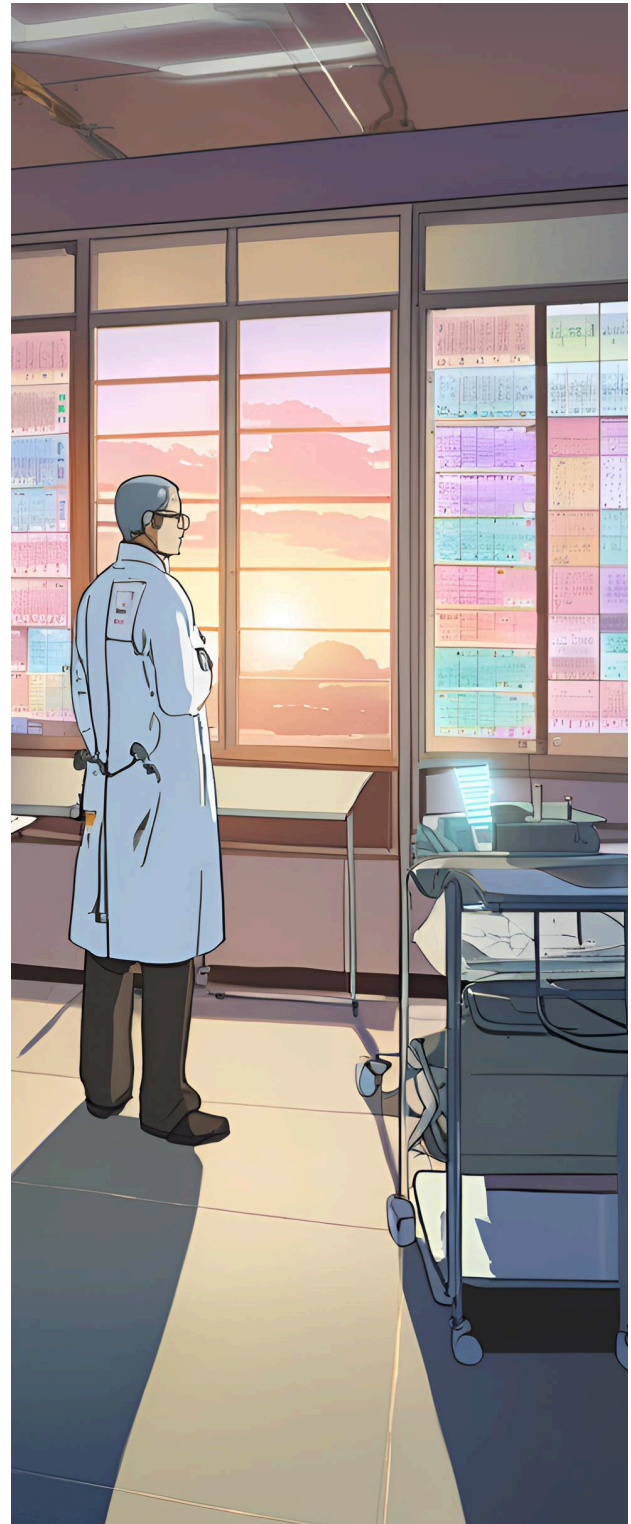
DOCNDOC offered a tailored solution to address these challenges, turning the practice's patient engagement from a pain point into a strength.

### The Challenge: Inefficient Tools and Limited Time

Despite the promise of his practice management system's features, the physician faced several challenges:

- 1. Lack of Professional Output:** The newsletters lacked polish, reducing their impact and undermining patient trust.
- 2. Time-Intensive Process:** The drag-and-drop functionality was cumbersome for someone with limited technical expertise and a packed schedule.
- 3. Declining Engagement:** With communication deprioritized, patients reported confusion about their conditions and follow-up care, contributing to a high revisit dropout rate.
- 4. Missed Opportunities:** The absence of strategic campaigns around key conditions and seasonal trends left significant gaps in patient outreach.

The physician needed a solution to deliver professional results without adding to his workload.



## The Solution

DOCNDOC stepped in with a comprehensive and efficient approach:

- **Prebuilt Email Campaigns:** Professionally designed email templates tailored to the practice's orthopedic specialty were delivered. These emails only needed to be uploaded to the physician's existing system and sent out. For added convenience, DocNDOC also managed the entire process.
- **Custom Patient Guides:** Easy-to-understand, visually appealing guides were provided to educate patients about their conditions, treatment plans, and recovery processes.
- **Strategic Campaign Planning:** DocNDOC created a seasonal and condition-specific communication strategy, including:
  - Festivity-themed campaigns to engage patients during holidays.
  - Multi-email tracks addressing 15 key orthopedic conditions, targeting patients with long recovery periods and specific needs.
- **Focus on Medication Adherence:** Email campaigns included reminders and tips to encourage patients to follow prescribed recovery regimens.



## The Impact

DOCNDOC's intervention transformed patient communication and yielded measurable results:

- **Improved Patient Understanding:** Patients reported a better grasp of their conditions and care plans, as indicated in post-visit surveys.
- **Reduced Revisit Dropouts:** The revisit dropout rate decreased by 17% in just three months, attributed to clearer communication and improved follow-up processes.
- **Enhanced Medication Adherence:** Email reminders and educational content drove a 7% increase in adherence to prescribed treatments, reducing complications and improving outcomes.
- **Streamlined Workflow:** The physician regained valuable time, as DOCNDOC managed communication efforts while delivering high-quality content that required minimal input from his end.

## Conclusion

By integrating DOCNDOC's ready-to-use content and managed communication services, the orthopedic physician not only regained control of his patient engagement but also achieved notable improvements in patient satisfaction and outcomes.

The partnership exemplified how tailored, doctor-led solutions can turn underutilized tools into powerful assets, enabling busy practices to focus on what they do best: delivering exceptional care.