



# Improving Annual WCC Completion Rates

Parkside Pediatrics



# Agenda

- The Need for Outreach
- WCC Text Campaign Process
- Challenges/Successes
- Helpful Tips

# The Need for Outreach

- In 2020 Parkside saw a decrease in the number of patients scheduling WCCs due to Covid.
- The Quality Team began working with leadership on an initiative to increase the number of WCCs scheduled.
- The WCC Text Campaign was implemented in January of 2021.



# WCC Campaign Process

1

**End of the month:**

Patients with birthdays in the upcoming month are identified through EMR reporting.

2

Birthday list is filtered to show only those patients who have not had a WCC or do not have one scheduled in the current year.

3

**First of the month:**

Curated patient list is uploaded to ClickSend. Text campaigns are created and scheduled.

4

Text campaigns go out to patients in staggered increments over several days.

5

**End of the month:**

WCCs scheduled by patients on the campaign list within the month following the text campaign are identified through EMR reports. Data is shared with leadership.

# WCC Campaign Dashboard

- WCC data updated monthly
- Patient list updated quarterly

2024 WCC Campaign Dashboard									
Patient Acct #	Patient Name	Patient Age	Birth Month	Patient DOB	PCP Name	Patient Home Phone	Patient E-mail	2023 WCC	2024 WCC
		18	November	Nov 25, 2005	Terzella, Maryann			#N/A	#N/A
		7	January	Jan 25, 2016	Terzella, Maryann			4/17/2023	#N/A
		8	February	Feb 27, 2015	Henderson, Hannah			8/10/2023	#N/A
		6	July	Jul 29, 2017	Henderson, Hannah			8/10/2023	#N/A
		6	September	Sep 5, 2017	Huguley, Kendall T			10/6/2023	#N/A
		6	August	Aug 13, 2017	Smith, Megan			#N/A	#N/A
		9	October	Oct 11, 2014	Moll, Justin S			#N/A	#N/A
		7	April	Apr 15, 2016	Roemmich, Todd A			2/28/2023	#N/A
		5	October	Oct 18, 2018	Moll, Justin S			#N/A	#N/A
		9	October	Oct 25, 2014	Smith, Megan			#N/A	#N/A
		3	June	Jun 22, 2020	Pickell, Jeremy			1/13/2023	#N/A
		6	June	Jun 14, 2017	Roemmich, Todd A			#N/A	#N/A
		7	August	Aug 27, 2016	Ulmer, Suzanne			3/21/2023	#N/A
		12	March	Mar 7, 2011	Ulmer, Suzanne			9/5/2023	#N/A
		16	August	Aug 22, 2007	Hipp, Elizabeth P			#N/A	#N/A
		13	April	Apr 9, 2010	Gardner, Ashleigh			#N/A	#N/A
		16	August	Aug 17, 2007	Atkins, Carrie H			#N/A	#N/A
		3	June	Jun 5, 2020	Dukes, D. Justin			10/6/2023	#N/A
		5	April	Apr 12, 2018	Rogers, Joseph P			#N/A	#N/A
		3	October	Oct 1, 2020	Roux, Lauren			#N/A	#N/A
		5	June	Jun 6, 2018	Davis, Brittain H			1/10/2023	#N/A
		14	July	Jul 14, 2009	Bhatia, Erin			#N/A	#N/A
		9	October	Oct 5, 2014	Nutz, Alanna			12/6/2023	#N/A
		11	July	Jul 13, 2012	Henderson, Hannah			#N/A	#N/A
		3	October	Oct 27, 2020	Rogers, Joseph P			12/21/2023	#N/A
		3	November	Nov 10, 2020	Henderson, Hannah			8/2/2023	#N/A
		8	September	Sep 18, 2015	Heffington, Nathan			9/25/2023	#N/A
		18	October	Oct 14, 2005	Mercer, Carole I			12/13/2023	#N/A
		18	June	Jun 6, 2005	Hipp, Elizabeth P			8/9/2023	#N/A
		15	August	Aug 4, 2008	Hipp, Elizabeth P			8/9/2023	#N/A

# ClickSend

The screenshot shows the ClickSend dashboard with a sidebar on the left containing navigation options: Dashboard, Automation, Contacts, Numbers, SMS, Quick SMS, SMS Campaign, and Templates. The main content area is titled 'SMS Campaigns' and features a search bar and a table with the following data:

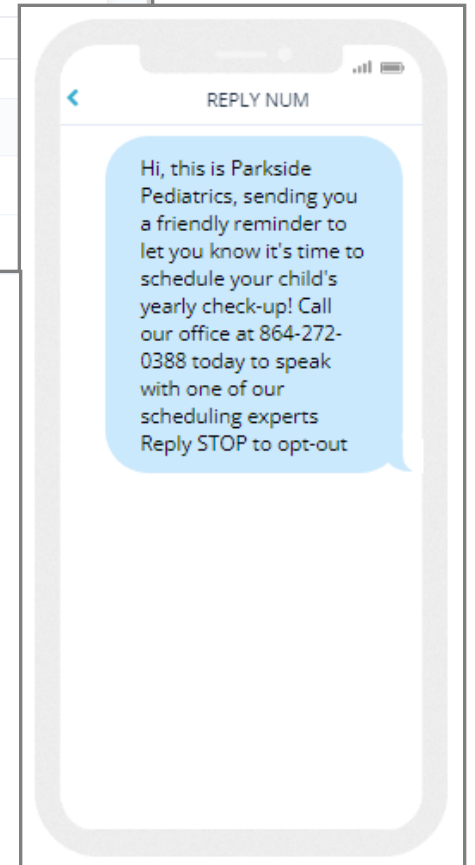
CAMPAIGN	STATUS	DATE	FROM	RECIPIENTS
January 24 WCC List 3	Scheduled	Jan 18, 2024 09:00 AM	Shared Number	312
January 24 WCC List 2	Scheduled	Jan 17, 2024 09:00 AM	Shared Number	314

- Outreach campaigns can be scheduled to send at a later date and time
- Messages can be saved as templates to use in future campaigns
- URL links can be added to direct patients to website

This screenshot shows the details for the 'January 24 WCC List 3' campaign. It includes a sidebar with navigation options and a main content area with the following sections:

- To:** Your Recipients (January 24 WCC List 3 312 recipient(s))
- From:** Your Sender Details (A Shared Number)
- Message:** Your SMS Content

The message content is: "Hi, this is Parkside Pediatrics, sending you a friendly reminder to let you know it's time to schedule your child's yearly check-up! Call our office at 864-272-0388 today to speak with one of our scheduling experts Reply STOP to opt-out". Below the message, there are options for Placeholder, Template, Short URL, and Emoji. A character count at the bottom indicates "Approx. 236 characters/2 SMS per recipient."



# Campaign Tracking

2023 Aggregate Campaign Return %			
Month	Texts Sent	Appts Made	% Return
Jan / Feb / Mar	4293	519	12%
April	1496	224	15%
May	1475	321	22%
June	1357	218	16%
July	1388	191	14%
August	1533	304	20%
September	1424	221	16%
October	1195	85	7%
November	1047	67	6%
December	1105	42	4%



- Campaign success is tracked monthly and shared with leadership



# Challenges

- Campaigns are sometimes paused due to WCC appointment availability, especially during sick season, when the need for sick visits increases.
- Towards the end of the year WCC appointment availability is low, pushing scheduling out to next year.
- Reports are cumbersome and time consuming. Maintaining the dashboard requires solid knowledge of Excel.





# Successes

- 
- Overall increase in WCC completion rates!

*2020: 52% of patients completed their annual WCC*

*2023: 68% of patients completed their annual WCC*

- The increase in scheduled WCCs has improved provider appointment capacity and utilization.

# Helpful Tips!

- Use 'Happy Birthday' messages to remind patients to schedule their annual WCC.
- Reach out to payers to find out what kind of incentives are offered to patients for completing their WCCs.
- Use EMR outreach tools to automate outreach efforts.





Thank you

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