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***Running late may be unavoidable — informing your patients is not.***

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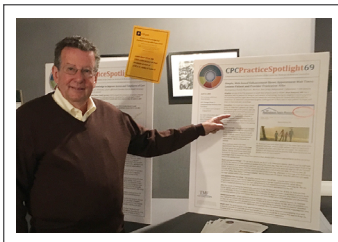
A simple and inexpensive web-based system publishes your appointment delays in real-time. Patients can adjust their arrival to your office when you are running late and spend less time in the waiting room.

- Addresses patient's complaint - *"my doctor is late."*\*
- Can contribute to improved patient outcomes.\*
- Generates better online reviews from your patients.\*
- Improves your office and waiting room atmosphere.
- Spend more time with your patients when needed.
- Practice medicine with less pressure.
- Lowers stress for you, your staff and your patients.

*\* Research supporting these claims inside . . . read more —>*

Doctor on Time™ was developed to address long patient wait times for Sloan Robinson, MD. During his daughter's pregnancy, he heard how she waited two and three hours for routine office visits with her obstetrician. Dr. Robinson's exasperated daughter challenged him to find a way to alert patients to longer wait times so they could plan accordingly. We helped Dr. Robinson apply technology to meet the challenge, and after witnessing and researching the benefits, continue to offer this function to other healthcare professionals.

The Comprehensive Primary Care Initiative of the Center for Medicare & Medicaid Innovation spotlighted Doctor on Time™ in an article, *"Simple, Web-based Enhancement Shows Appointment Wait Times: Lessens Patient and Provider Frustration Alike"*. The Doctor on Time™ concept was also awarded as an innovation to help physicians use technology to reduce costs and improve patient care.



<https://innovation.cms.gov/Files/x/cpcips12014-2016.pdf> (April 15, 2016 - page 28)

<https://meetinghousefamilyphysicians.com/sloan-a-robinson-m-d/>

View a YouTube video discussing a website redesign and how simple the system works. <https://www.youtube.com/watch?v=O-6aagFP9hs&t=31s>



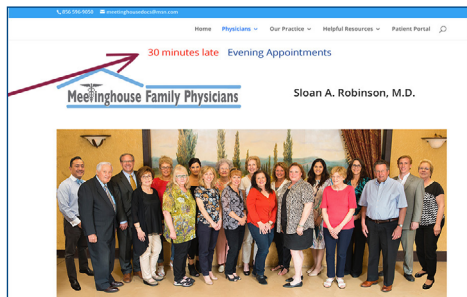
Changing your status takes only seconds by selecting buttons on your Internet-connected smartphone, tablet or computer. It can be done while going from one exam room to another, and does not have to involve the office staff.

### Doctor's interface to adjust time.

The doctor selects radio buttons to display the status for morning, afternoon or evening appointments, with customizable time options:

- On time
- 15 minutes late
- 30 minutes late
- 45 minutes late
- 60 minutes late

### Patients access the doctor's web page to view the appointment status.



Appointment delays are displayed immediately on your web page. Patients can check from their smartphone or computer. Patients:

- spend less time waiting
- receive less rushed (better) care
- can arrive to your office later
- will minimize their contact with potentially infectious patients

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## Research shows that reducing wait times benefits both doctors and patients.

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Doctor on Time™ reduces stress when you are seeing patients by removing the pressure of appointment backlogs or crowded waiting rooms. It allows you to deal with interruptions, emergencies or spend extra time with patients who have complex medical issues. Patients appreciate knowing if you are running late and can adjust their arrival to minimize waiting.

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### Spending time when needed, with less pressure, can contribute to better outcomes.

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#### **Better Late than Never – Physician Response to Schedule Disruptions.**

*"Many physicians face increasing stress to see more patients in the same or less time. This leads to crowded appointment schedules and increased schedule disruptions. ...when primary care physicians fall behind schedule, they truncate appointment duration, perform fewer in-office procedures, and record fewer diagnoses."* This may contribute to lower compensation with Merit-based Incentive Payment System (MIPS).

Hannah Neprash, (Harvard University, Nov. 2016), 1,  
[https://scholar.harvard.edu/files/hannahneprash/files/neprash\\_jmp\\_november2016.pdf](https://scholar.harvard.edu/files/hannahneprash/files/neprash_jmp_november2016.pdf)

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### Doctors have fewer complaints and higher satisfaction scores if patients wait less.

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#### **Patient wait times show notable impact on satisfaction scores.**

"When patients aren't languishing in a doctor's waiting room, it's good news not just for health consumers but for the *doctors themselves, who receive better patient satisfaction scores the less their patients wait*, according to a new study by healthcare consumer engagement group Vitals. It found a strong correlation between wait times and doctors' star ratings. *Doctors with 5-star ratings have shorter wait times.*"

<https://www.healthcarefinancenews.com/news/patient-wait-times-show-notable-impact-satisfaction-scores-vitals-study-shows>

#### **Online reviews are an important factor when searching for a new doctor.**

A widely published study by Vanguard concluded that only 4% of patient complaints were related to medical treatment. *"The nearly unanimous consensus is that in terms of impact on patient satisfaction, the waiting room trumps the exam room."*

<https://www.advisory.com/daily-briefing/2016/04/28/top-patient-complaints>

#### **Doctors who think their time is valuable, not yours.**

ABC News listed patient frustrations with their doctors. Waiting in the doctor's office was their top issue. One patient wrote, *"Showed up on time but then had to wait half-an-hour to be seen. . . Also, I hate feeling like I am being rushed in and rushed out."*

<https://abcnews.go.com/Health/WellnessNews/story?id=7916635&page=1>

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Doctor on Time™ was developed by Communicating Advantage. We were early to apply digital design innovations to print projects in 1987, and to the web since 1995. For over two decades we have turned clients' text, photos and graphics into attractive, professional, and functional websites. You will receive all the services you need including hosting, and guidance through the process.

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**Call 800-284-9792 to setup a demonstration.**

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## Addressing a common top patient complaint — ‘my doctor is late!’

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### Doctor on Time™ Web-page — \$49.00/month

**You have a website, but want to provide your patients with this function.**

We will work with you to create a web-page with the Doctor on Time™ feature and provide signs for your office to promote it to your patients. Patients can also be advised to check your web page for appointment delays when reminder calls are made. The web address would be different than your domain's, but linking to and from it will be transparent.

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### Professional Physician Website — \$149.00/month

**Standard Package pages that come with your website:**

#### **Doctor Biography**

A personalized page with educational background, interests, or special services you or your practice offers.

#### **Downloadable Patient & Office Forms**

Your paper forms are turned into pdfs for patients to print and fill out at home.

#### **Location Map**

Your site uses Google maps to display the location of your office.

#### **Contact Form**

A standard web form provides patients the ability to communicate with your practice 24/7 for non-emergencies.

#### **Appointment Request Form**

Schedule appointments when it is convenient for your staff by calling patients back to set appointments at times they indicate for dates and times they request.

#### **Patient Resources**

Your site will link to online resources to save patients' money or inform them about health tips, travel or vaccinations.

#### **Insurance Coverage Page**

Lists the insurance companies you accept.

#### **Doctor on Time™**

Doctor on Time™ is included with every physician website.

#### **Editable Content**

You can (if you desire) edit pages with an easy interface for editing text or graphics.

#### **Mobile Friendly Websites**

Your site will display well on smartphones or other mobile devices. Websites not designed for mobile are penalized by Google, making your site harder to find.

#### **Server Security and Speed**

Your website is hosted on a fast, secure server. Preventing downtime or malicious attacks requires vigilance and maintenance, which is included. Software is regularly updated for security, and backups are stored off-site.

#### **Costs**

We design professional websites with all the features a medical practice needs for a reasonable monthly fee, and offer options to enhance your web presence.



# Doctor On Time™



Communicating Advantage [www.com-advantage.com](http://www.com-advantage.com)

[www.doctor-on-time.com](http://www.doctor-on-time.com) • 800 284-9792 • [sales@doctor-on-time.com](mailto:sales@doctor-on-time.com)