

# **APPOINTMENT REMINDER SYSTEM**

## Client Spotlight - The Center for Mental Health

Validating the effectiveness of a patient outreach solution  
for the healthcare industry: **A customer's perspective**

**The Center for Mental Health** provides behavioral health services to more than 5000 patients per year in a six-county region canvassing **Midwestern Colorado**. For more than 40 years, CMH has served its community by providing accessible, humane care in a collaborative and attentive environment. Services include substance abuse treatment, suicide prevention, Veterans care, and much more.



## WHY THEY NEEDED CLIENTTELL

- Manual calling consumed six hours of every day for several staff members
- Inability to make multiple calling attempts to ensure appointment confirmation
- Limited ability to call at optimal times when patients would most likely respond



## THEIR DAILY ROUTINE

- Produce an appointment file
- Securely upload file to ClientTell
- Review call results reports
- This process takes less than one hour per day

## WHAT THEY USE IT FOR

- Therapy and psychiatry appointment notifications
- “First appointment” notifications and instructions
- Phone, email, and text messages, depending on patient preference
- Phone messages delivered in English or Spanish

## HOW THEY’VE BENEFITED

- Spends less than an hour per day, instead of six, on the reminder process
- Higher personalization: one-third of patients prefer email and text notifications
- Caller ID and location-specific messages optimize answerability and compliance
- Saturday notifications for Monday/Tuesday appointments result in fewer no-shows
- Reportable confirmations and cancellations ensure a fuller, predictable schedule

*“It was extremely easy to make the change to ClientTell. Naturally, we were apprehensive about implementing the service, but the technology and customer service have been great.*

*We often recommend ClientTell to other businesses who would benefit like we have.”*

- Nancy Ellis, Administrator  
The Center for Mental Health

*Disclaimer: The Center for Mental Health was not compensated for their participation in this project.*

## Hours Per Day

