UTILIZATION OF OUT-PATIENT DEPARTMENT SERVICES AT SYNERGY HEALTH 360

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INTRODUCTION

- OPD services are the first contact point for patients and are essential for early diagnosis, continuity of care.
- Synergy Health 360 operates in Scottsdale & NW Phoenix, Arizona.
- Specialities include General Medicine, Mental Health, Dermatology, Chronic Disease and Preventive Care.
- Despite telehealth integration, high missed appointments and seasonal variations were observed.

OBJECTIVES

- To review the Synergy Health 360 policies, guidelines and strategic measures related to OPD.
- To assess patient footfall trends for the past year and outpatient services utilisation patterns at Synergy Health 360
- To suggest ways to strengthen the OPD services.

LITERATURE REVIEW

AUTHOR/YEAR	TITLE	STUDY OBJECTIVES	METHODOLOGY	KEY FINDINGS	RELEVANCE
Ray K, Prasad K (2022) Health Informatics Journal – SagePub	Impact of digital scheduling systems on patient engagement in outpatient departments	To measure how tech-enabled systems improve engagement.	Cross-sectional hospital study comparing manual vs. digital scheduling.	Digital tools reduced missed visits and increased follow-up adherence.	Supports your recommendation for AI-based predictive appointment systems.
Smith JA (2022) Rural Health Journal Archive	A formative assessment of appointment non-attendance in rural Arizona's integrated primary care settings	To evaluate causes of non-attendance in rural primary care OPD clinics.	Mixed-methods research using patient interviews and EMR audit.	Stigma, lack of digital literacy, and personal disengagement led to no-shows.	Reflects your findings from Arizona, especially in Mental Health OPDs.
Gupta A, Kapoor D (2021) Journal of Health Management – SagePub	Analysing outpatient department utilisation in Indian tertiary care hospitals	To examine seasonal OPD attendance trends and causes for dropouts.	Retrospective data analysis from multiple hospitals.	Identified seasonal spikes in missed visits; low attendance in hot/humid months.	Directly aligns with your seasonal distribution findings and adaptive planning.
Kumar S, Singh A (2019) Indian Journal of Hospital Administration (Vol 35, Issue 4)	Factors affecting OPD footfall in private healthcare settings: A case-based analysis	To explore the factors influencing patient visits in OPDs of private hospitals.	Qualitative case study using interviews and OPD data.	Identified patient convenience, hospital accessibility, and provider reputation as key factors.	Supports analysis of footfall trends and departmental differences at Synergy Health 360.
Hasvold PE, Wootton R (2011) DOI: 10.1258/jtt.2011.110707	Use of telephone and SMS reminders to improve attendance at hospital appointments: A systematic review	To assess whether SMS and phone reminders reduce missed appointments.	Systematic review of controlled trials and studies.	SMS/phone reminders improved appointment attendance by up to 30%.	Backs your recommendation to automate reminders and patient notifications.

METHODOLOGY

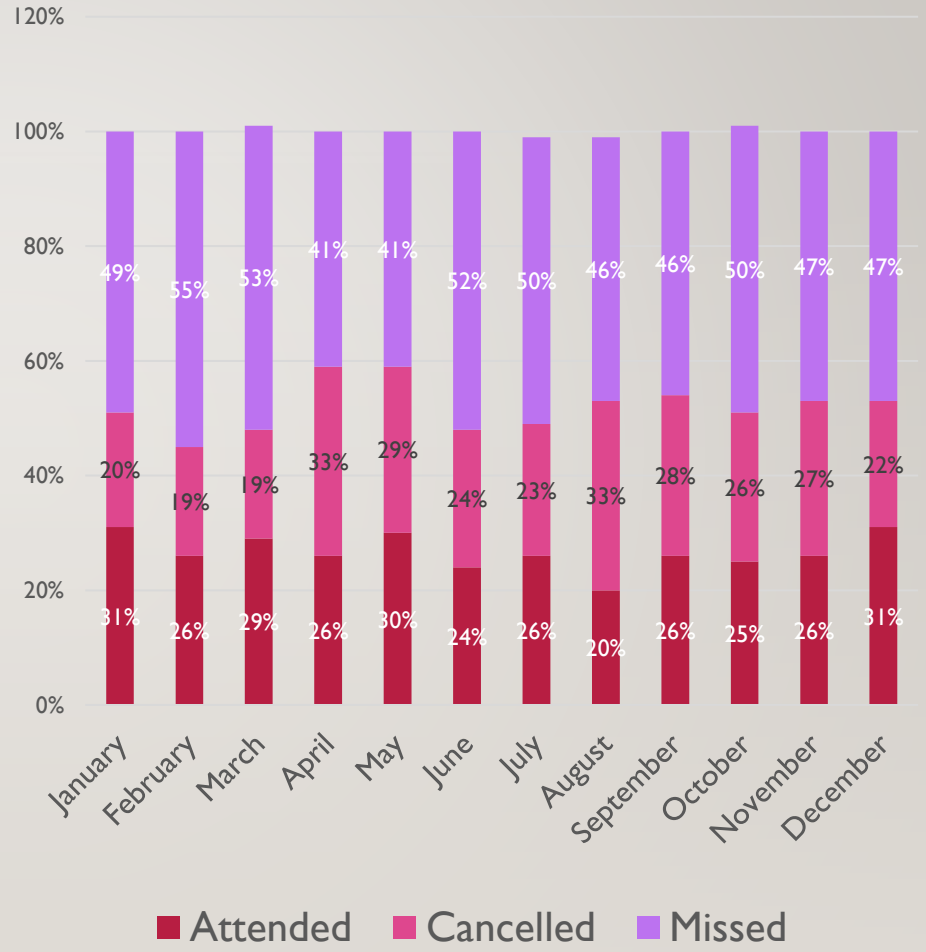
- Design: Retrospective descriptive, quantitative.
- Data Source: HIMS data (Jan–Dec 2024).
- Analysis: Descriptive statistics

SAMPLE: 1,470 VALID APPOINTMENTS ANALYZED FROM 1,705 TOTAL RECORDS

Department	Number of Total Cases	Number of incomplete cases	Number of duplicate cases	Number of final cases undertaken for the study
General Medicine	404	17 (4.2%)	48 (11.9%)	339 (83.9%)
Dermatology	375	15 (4.0%)	35 (9.3%)	325 (86.7%)
Chronic Disease	347	8 (2.3%)	36 (10.4%)	303 (87.3%)
Mental Health	338	10 (3.0%)	30 (8.9%)	298 (88.2%)
Preventive Screening	241	9 (3.7%)	27 (11.2%)	205 (85.1%)
Total	1705	59 (3.5%)	176 (10.3%)	1470 (86.2%)

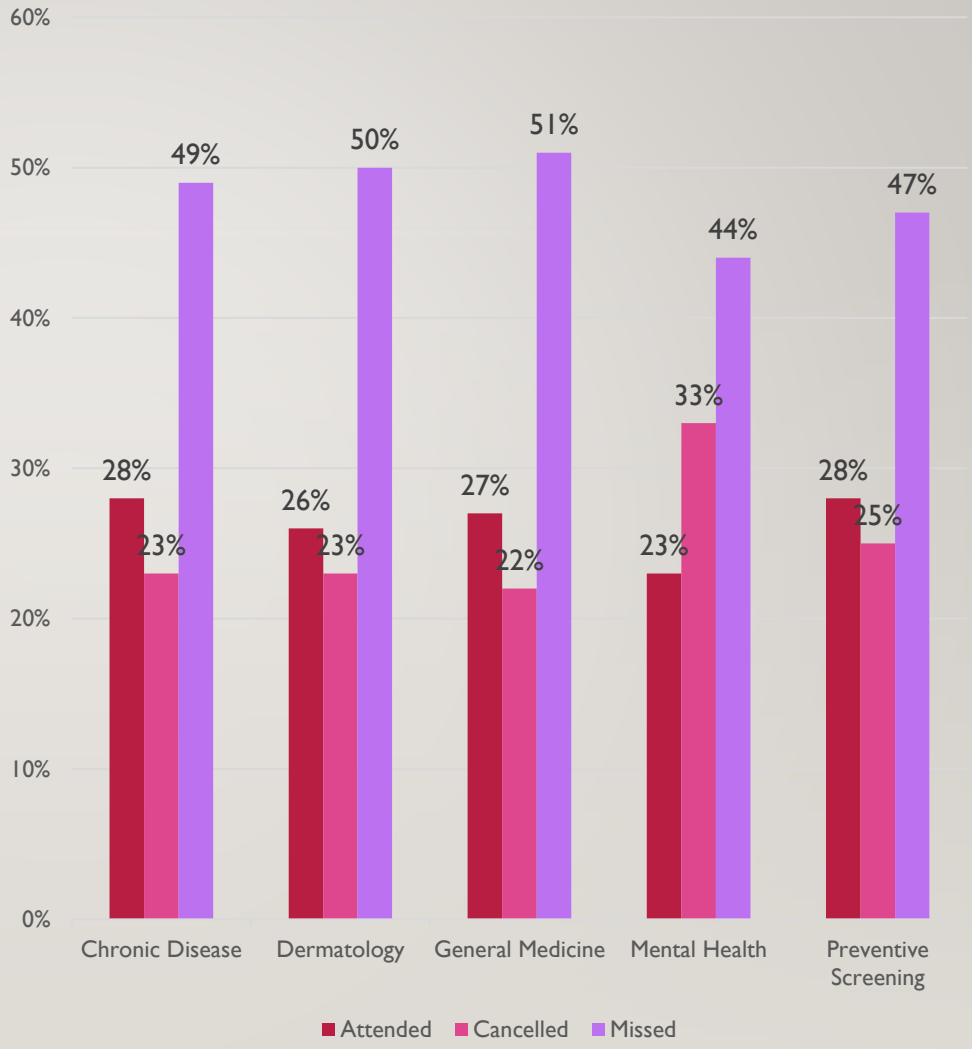
MONTHLY APPOINTMENT TRENDS (N=1470)

- **Highest Attendance:** January – **31%** (41 out of 134), October – **25%** (36 out of 145).
- **Most Missed Appointments:** October – **50%** (72 out of 145), January – **49%** (66 out of 134).
- **Peak Cancellations:** April – **33%** (44 out of 133), August – **33%** (42 out of 127).



APPOINTMENT STATUS BY DEPARTMENTS (N=1470)

- **General Medicine:** Recorded the highest missed appointment rate at **51%**, indicating potential scheduling inefficiencies.
- **Dermatology:** Followed closely with **50%** missed appointments, reflecting possible patient compliance issues.
- **Mental Health:** Accounted for **33%** of all cancellations, highlighting the need for stronger patient engagement strategies.



CLINIC-WISE DISTRIBUTION (%)

- **General Medicine (North Phoenix):** Highest footfall (162 visits), with **77 missed**.
- **Mental Health & Chronic Disease:** Similar missed rates across both clinics, indicating adherence issues.
- **Preventive Screening (North Phoenix): Highest missed appointments** overall (**81 cases**).

Department	N	Clinics (N=1470)					
		North Phoenix (n=759)			Scottdale (n=711)		
		n		%	n		%
Chronic Disease	300	153	43	28	147	41	28
Dermatology	253	115	34	30	138	33	24
General Medicine	302	162	45	28	140	38	27
Mental Health	313	165	41	25	148	31	21
Preventive Screening	302	164	45	27	138	39	28
	1470	759	138	18	711	182	18

MODE OF CONSULTATION (N=1470)

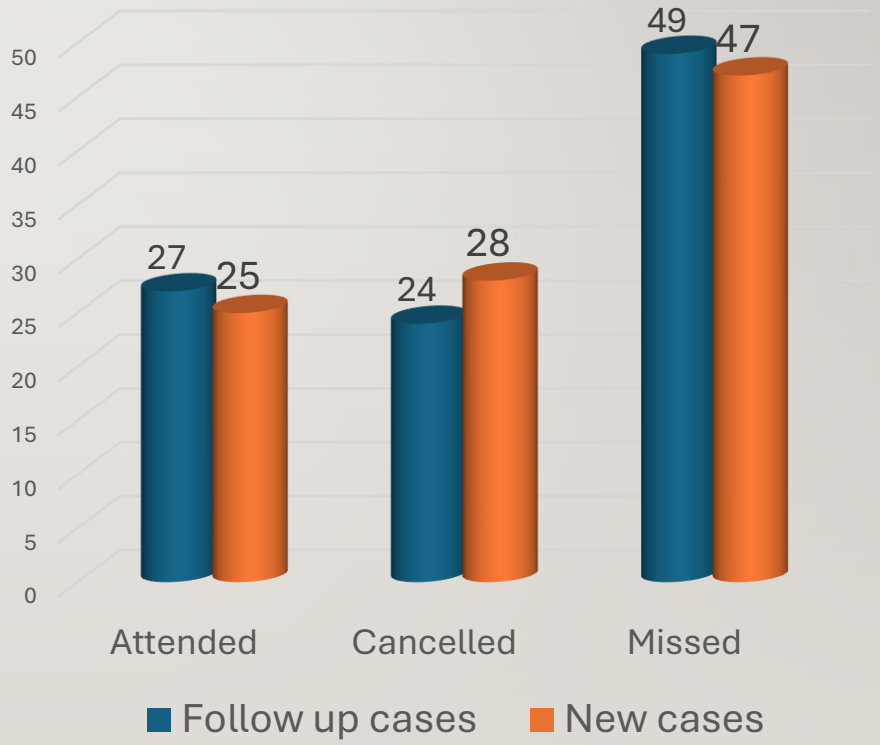
- **Attended:** Similar for in-clinic (187) and teleconsultation (203).
- **Cancelled:** Higher in teleconsultation (203 vs. 171).
- **Missed:** High in both – 344 (in-clinic) and 362 (tele), making up **48%** of all appointments

Department	N	In person at the clinic n=702 (48%)		Teleconsultation n=768 (52%)	
		n	%	n	%
Attended	390	187	27	203	26
Cancelled	374	171	24	203	26
Missed	706	344	49	362	48

NEW VS. FOLLOW-UP VISITS

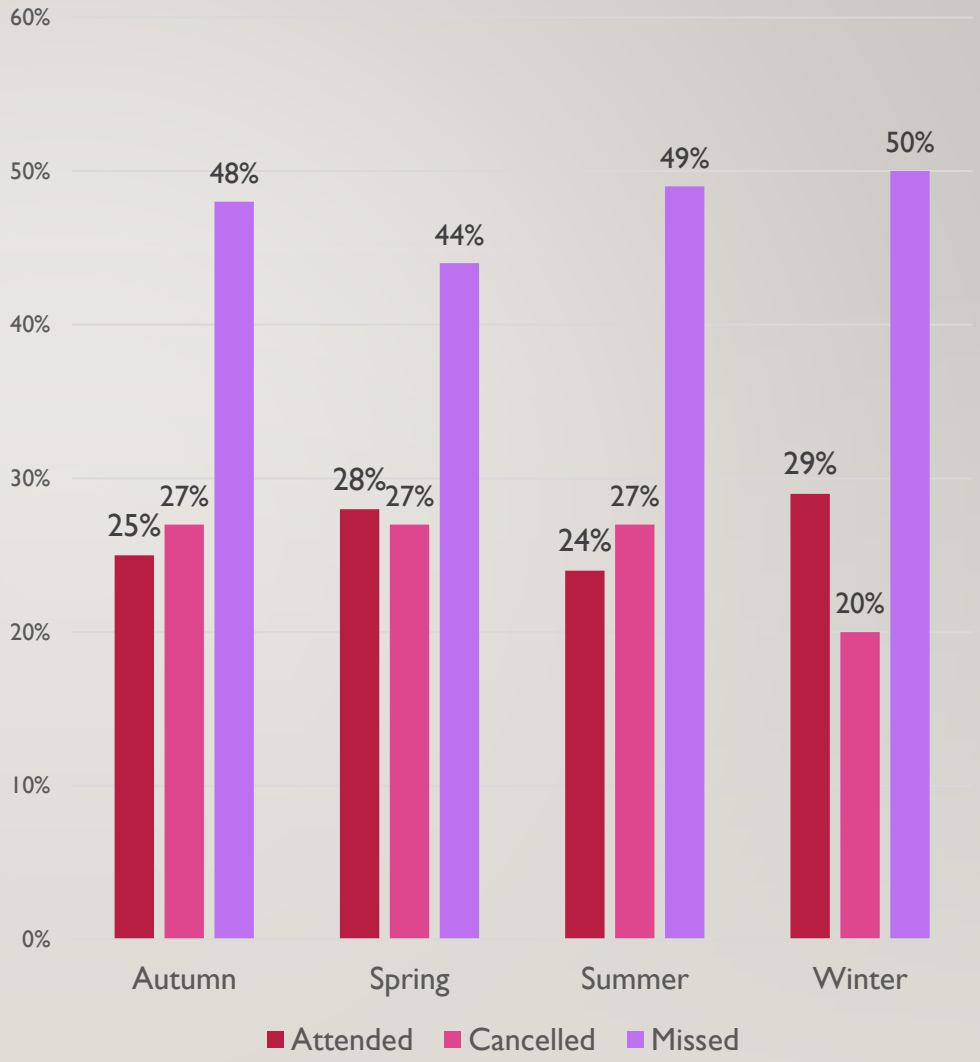
N=1470

- **Attended Appointments**: 274 follow-ups vs. 116 new
- **Cancelled Appointments**: 245 follow-ups vs. 129 new
- **Missed Appointments**: 496 follow-ups vs. 210 new



SEASONAL TRENDS IN APPOINTMENTS (N=1470)

- **Summer: Highest number of** appointments (392), with **194 missed** and **105 cancelled**.
- **Autumn:** High dropouts – **179 missed**, **100 cancelled**.
- **Winter:** Lowest cancellations (**70**), moderate missed (**172**).
- **Spring:** Balanced – **102 attended**, **161 missed**.



SUGGESTIONS

AI-Based Predictive Appointment System:

- Identify high-risk no-shows; trigger automated reminders and rescheduling.

Patient Engagement in Dropout Departments:

- Use care coordinators, follow-up kits and SMS education.

Seasonal Scheduling & Telehealth Optimisation:

- Adjust visit patterns, extend hours in Winter, and promote seasonal campaigns.

CONCLUSION

- 48% missed appointments and 25% cancellations reflect inefficiencies.
- Follow-up visits and teleconsultations are most prone to dropout.
- Strategic planning, digital tools, and behavioural targeting are needed to optimise OPD performance.

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Thank You