

Alexander Valley Health Center is increasing access to high-quality care for thousands of patients in Cloverdale, CA.

Designed to improve health outcomes in some of the most hard-to-reach communities across the country, FQHCs like Alexander Valley are increasing access to high-quality, comprehensive care in communities across the country. But many are struggling to reach populations in need and engage them in care. Alexander Valley was experiencing:



67%

PHONE CALLS UNANSWERED



3+ week

AVERAGE WAIT TIME



\$650,000+

AVG YEARLY LOST REVENUE

The Solution:

Leveraging Luma Health’s HIPAA-compliant, multilingual, two-way messaging enables better engagement throughout the patient journey. With mobile-first communication, Alexander Valley experienced a dramatic increase in the patients they were reaching.



3.8x

GREATER CONVERSION RATE THAN OTHER SIMILAR PROVIDERS



30%

INCREASED ACCESS TO PREVENTATIVE SCREENINGS

Thirty-eight percent of newly attributed patients contacted made an appointment. Other providers’ conversion rates hovered closer to 10%.

Alexander Valley also reached additional patients with care gaps — patients who were past-due for a Pap smear.



“We are the only health center in a 20 mile radius, so we have to make sure that we are providing timely access to care. Luma Health offers and confirms appointments at any hour of the day, which allows patients to have quicker access to their primary care and behavioral health providers. Luma Health is not only user friendly—it’s patient friendly.”

Samantha Guthman, COO
ALEXANDER VALLEY HEALTHCARE

Alexander Valley also substantially improved patient engagement through measurable results that increased access to care and patient satisfaction. It also helped them demonstrate the value they were providing to the community, better positioning them for enhanced reimbursement and grant opportunities.



61% Response
FOR APPT CONFIRMATION
TEXT MESSAGES



15% Increase
IN PATIENT REACH USING
SPANISH LANGUAGE TEXTS



100
FILLED CANCELLATIONS
PER MONTH



82%
POSITIVE PATIENT
FEEDBACK RESPONSES

Why FQHC should pay attention —

- 20% of Americans can't afford or access health care.
- Nearly ½ of uninsured, nonelderly adults in the U.S. lack a usual source of care.
- The onset of a chronic illness can reduce wages by 18% over time.

Luma Health can help you achieve key goals like —

- Streamlining patient outreach
- Increasing screening rates
- Improving CAHPS scores
- Reducing health disparities

Leverage Luma Health's patient relationship management platform, and drive better engagement across the patient journey.

Sources: [Centers for Disease Control and Prevention](#), [Kaiser Family Foundation](#), [Health Affairs Blog](#)