

Hetland ENT chooses Klara to give their patients a more personalized experience



Hetland Ear, Nose, and Throat provides ENT services with the goal of persistent top notch specialty care serving the Bismarck, ND community.

Hetland ENT needed a better way to reach out to their patients, rather than relying on their patient portal and phone alone. Stefanie Parker, the Facilities Director at Hetland ENT tried out Klara's new integration with athenahealth to help boost their patient satisfaction and relieve stress on staff.

2 FTEs

freed from answering phones all day

100%

of staff use and love Klara

10^{/10}

patients recommend the patient experience to a friend

93%

patient adoption

Hetland ENT's problems

- Hetland ENT was dealing with overwhelming phone call volume and cumbersome manual documentation into their EHR.
- Before using Klara, Hetland ENT relied on another solution for their patient communication. However, the system was solely based out of their patient portal — meaning that patients either had to login to the patient portal or check emails, both of which have been proven to be less effective than text messages for communicating with patients.
- Patient portals only have a 30% patient adoption rate, meaning that patients at Hetland ENT were not receiving the appointment reminders they needed, leading to no-shows and a poor patient experience.
- With portal-only notifications, Hetland ENT wasn't providing the personal touch that their patients wanted.

Solutions by Klara

- "Klara was a lifesaver for our staff," said Stefanie. With the Klara + athenahealth integration, Hetland ENT was able to free-up 2 FTEs, who previously spent time solely answering the phone and documenting. Now, they can focus on improving the patient experience.
- With Klara + athenahealth, all of Hetland ENT's patients automatically sync with Klara. Any messages sent from Klara can be uploaded to Hetland ENT's patient records in just two clicks.
- "Klara is so easy and user-friendly." Klara has been quickly adopted by 100% of Hetland ENT's staff to streamline internal communication and give patients a better experience.
- Sending messages directly to a patients' phone is much more personal for Hetland ENT's clientele. Administrative staff reports that patients have been much more responsive to their messages.