

## [BROOMFIELD FAMILY PRACTICE]

Welcome to [Broomfield Family Practice](#), an independent family practice that takes care of patients from birth to end of life, located in Broomfield, CO. Broomfield Family Practice provides personal medical care to individuals and families of all ages. Committed to excellent customer service and patient care, they know missed appointments hurt their practice and their patients. Broomfield Family Practice turned to Apptoto to reduce the time and cost of the appointment reminder service they provide their patients.

### [OVERVIEW]

Independently owned Broomfield Family Practice sees approximately 140 patients a day. Missed appointments hurt their medical practice *and* their patients.

It's not just the time and money lost with no-shows that troubles the staff. Missed appointments delay patient treatment and add inconvenience for their patients, too.

Office staff were calling each patient days before the appointment to prevent no-shows. At a cost of roughly 5 hours of staff time per day, they were still seeing 95 missed appointments per month.

Broomfield Family Practice sought to prevent no-shows and increase office efficiency. A tip from a practitioner's dentist led Broomfield Family Practice to try Apptoto automated appointment reminder service. A brief demo revealed Apptoto's ease of use and low cost.

*So, why are no-shows down 42% at Broomfield Family Practice?*

They chose Apptoto.

### [REQUIREMENTS]

#### [Versatile so it serves all clients]

Apptoto sends reminders by voice, SMS text, or email. Patients are delighted with the convenience of the voice mail and SMS text messages they receive from Broomfield Family Practice.

#### [HIPAA Compliant]

Apptoto software is HIPAA compliant. Broomfield Family Practice integrates Apptoto with their scheduling calendar knowing their patients' privacy is protected according to the law.

#### [Customizable scheduling]

Broomfield Family Practice schedules two calls and an SMS text before the appointment.

#### [Seamless integration]

Apptoto integrates with Broomfield's NextGen EHR appointment scheduling software. The new Apptoto [CSV file import](#) feature imports Contacts and Appointments with the click of a button.

## [RESULTS]

### [Reduce no-shows by 42%]

Thanks to Apptoto, Broomfield Family Practice's Practice Manager, Traci Humphreys, has seen missed appointments decrease by 42% over the first three months of use.

Apptoto saves Broomfield Family Practice time and money. Staff gained 25 hours a week once spent on patient reminders and reduced their no-shows.

By using automated appointment reminders, Broomfield Family Practice put their practice *and* their patients first.

You can, too. [Try](#) Apptoto today.

“Our patients like it. Our practitioners like it. Apptoto is an essential tool. I wouldn't change a thing.”

Traci Humphreys, Practice Manager  
Broomfield Family Practice



[Sign up](#) for Apptoto today at no obligation.

**Free trial available.**

No credit card required.

**AUTOMATED APPOINTMENT MESSAGING SERVICE**