

Increasing new patient visits at the Internal Medicine Residency Clinic



Kate Allen D.O. PGY-3, Buster Reddick D.O. PGY-1, Tex Gaskins D.O. PGY-1, Chelsea Smith D.O. PGY-3

INTRODUCTION

The Internal Medicine Residency Clinic has identified many gaps in care that are related to low patient encounters in the clinic. We are trying to increase new patient encounters at the clinic to help increase the number of patients the residents are seeing. This will increase access to primary care in our rural community and help to provide learning opportunities for the Internal Medicine residents.

OBJECTIVES

We want to increase patient encounters at the clinic by advertising new patient availability via Facebook. This advertisement should help to increase patient awareness of appointment availability so they can establish primary care at our clinic.

Goal: Our goal is a 10% increase of new patient encounters at the clinic after Facebook advertising when comparing the number of encounters from July 5th thru Sep. 30th to new patient encounters from Jan. 3rd thru Feb. 4th

METHODS

Facebook advertisement started Jan. 3rd of 2022. This advertisement was increased to Monday, Wednesday, and Friday starting Jan. 17th of 2022. This advertisement was continued until Feb. 4th of 2022.

We re-evaluated the clinic new patient encounters to see if there was an increase in appointments.

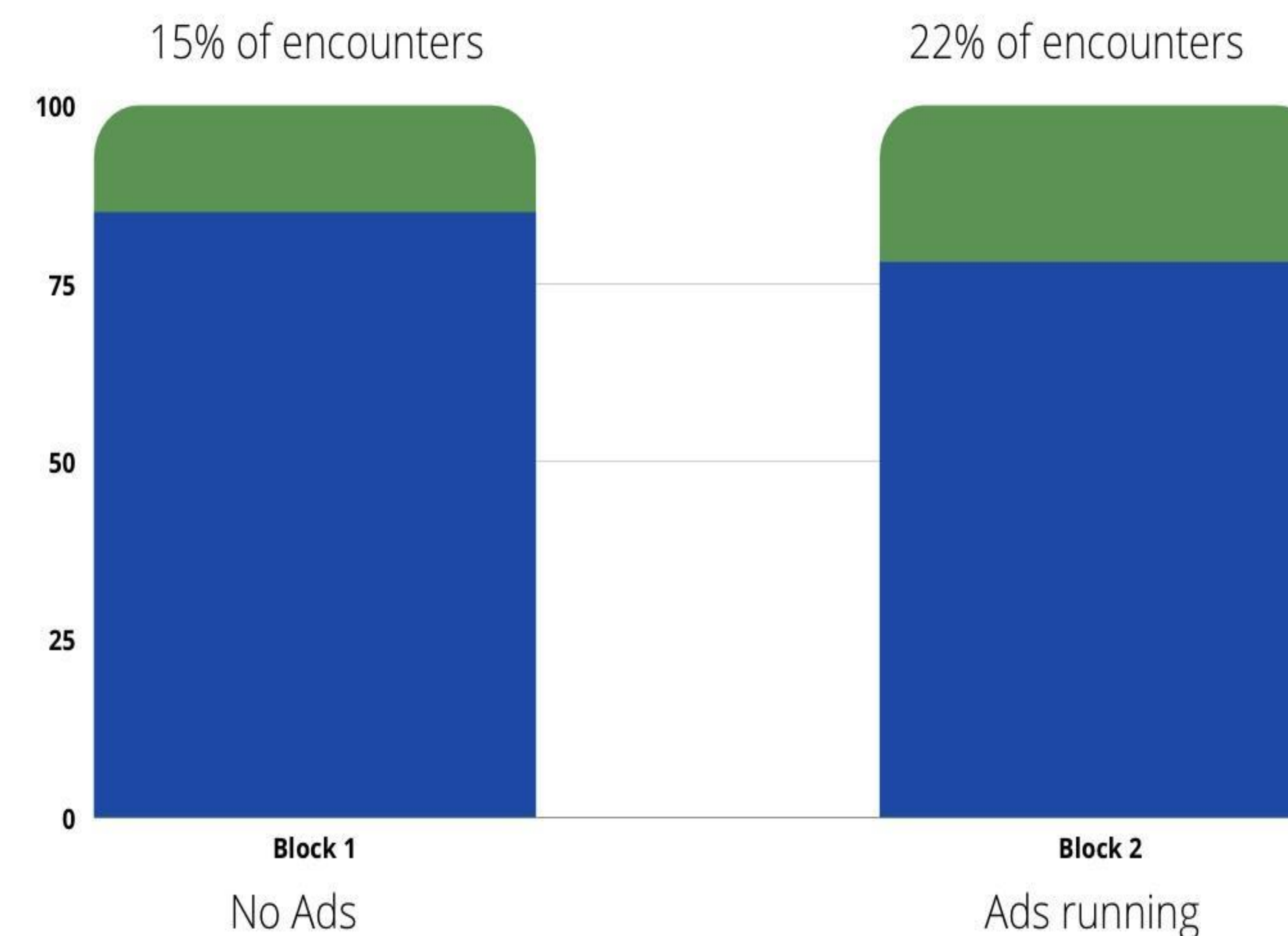
At some point we will also introduce a billboard advertisement to continue advertisement for the clinic.

Participants in our QI project include Kate Allen D.O., Buster Reddick D.O., Tex Gaskins D.O., and Chelsea Smith D.O..

RESULTS



% New Patient Visits
%increase in new visits= $22-15=7$. $7/15=47\%$ increase in new patient visits.



Data summary

Block 1 represents encounter type breakdown (new patients vs established patients) prior to advertisement intervention, 8/30 to 9/30.

Block 2 represents the same encounter types during the intervention 1/3-3/7 (64 days).

The percent increase in new patient visits was 47%. This percent increase exceeds our goal. The percent increase in new patient visits is statistically significant by 2-tailed t test:

T value= 3.78, p value = 0.001, $p < 0.01$

CONCLUSION

Facebook advertisement of the IM resident clinic resulted in an increase in new patient clinic visits by 47%. This is statistically significant, and well-exceeds our initial goal of 10% increase in new patient visits.

Additional analysis revealed that the longer the intervention was applied, the more new visits were completed for an additional 14% increase in new patients visits during the first 32 days of intervention.

This initial intervention lost effect, however, during the latter 32 days of intervention. This indicates a need to reach out to the community again or change advertisement strategy to maintain consistent growth over time.

RESOURCES

Resources: NHS advertisement department and clinical IT to assist with running patient encounter data.

ACKNOWLEDGEMENTS

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