

Eye Care Center of Napa Valley sends 325 waitlist offers each month without ever picking up the phone

Meet the practice

 Eye Care Center
of Napa Valley 3 locations 6 providers

EHR: Nextech

 Client since 2024

Challenges

-  **No online self-scheduling — just a contact form and phone tag**
Patients could only request an appointment through a website form, then wait for staff to call them back.
-  **A rigid, fragmented reminder system**
Reminders ran across several separate software instead of one connected solution, so patients with multiple same-day appointments were bombarded with reminders.
-  **No formal waitlist process**
Sticky notes on individual computers meant no consistent way to track, and filling open slots depended on staff remembering to follow up. Half of patients who canceled or no-showed were never rescheduled.
-  **No structured way to collect patient reviews**
No process to request reviews after a visit meant patient feedback wasn't being captured at all, and the practice's total number of reviews sat at 28.

Solutions

A true API-level Nextech integration, not a bolt-on, is the foundation of Eye Care Center of Napa Valley's success. NextPatient reads the practice's live schedule and writes changes straight back into Nextech, so scheduling, reminders, and the waitlist all run off the same real-time data instead of working around it.

-  **Online self-scheduling replaced the request form**
Patients book directly against a real-time read of the Nextech schedule — no callback, no phone tag.
-  **Reminders now run through one connected system**
Instead of separate messages firing from multiple disconnected systems, reminders come from a single source — and it shows up in the numbers: just 2.2% of online-booked appointments result in a no-show.
-  **Open slots fill themselves**
Real-time schedule reads mean waitlisted patients are notified of openings automatically, resulting in 325 waitlist offers a month with zero phone calls from staff — closing exactly the kind of gap that used to leave half of last-minute openings unfilled.
-  **Automated post-visit surveys sends results to providers in a daily stream of reviews**
Patients now get a review request after their visit is marked complete in Nextech, and NextPatient sends the results to providers in a daily email report, keeping the wins visible to the team.



We burden our front desk with so much — they were drowning in phone calls. NextPatient took so much off their plate, and now the front desk isn't overloaded and can focus on the things we need them to focus on.

KENA BURKE
EXECUTIVE DIRECTOR

Results

43%

of online bookings happen after hours

22%

of online bookings are new patients

2.2%

no-show rate for appointments booked online

325

waitlist offers sent per month — zero phone calls

4.9★

average rating across 1,100+ Google reviews

[Schedule a demo](#) nextpatient.co 415.685.4958 hello@nextpatient.co