

From 2 to 11 locations: How Exemplar Care scaled rapidly while maintaining a 4.9-star patient experience

Practice at a glance

-  **14 providers**
-  **11 locations**
-  **Customer since 2022**

CHALLENGES

- High call volume
- Overstretched staff
- Unique patient self-scheduling needs unmet by previous vendor

SOLUTIONS

- Patient self-scheduling and appointment management
- Urgent care online queuing
- Interactive reminders
- Digital check-in
- Automated post-visit reviews

RESULTS

- **25%** of appointments booked online are new patients
- **40%** of appointments booked online are made after hours
- **4%** no-show rate
- **22%** of patients leave a Google review
- **4.9**-star Google rating

One-size-fits-all software falls short

As a direct primary care clinic and 24/7 urgent care center, Exemplar Care serves both member and non-member patients, balancing scheduled, walk-in, and telehealth appointments.

With member-based services, delivering an exceptional patient experience is a top priority that requires innovative patient engagement solutions.

Facing high call volumes, Exemplar Care's previous vendor lacked the level of customization needed to support the practice's unique setup and free front office staff from busywork.

Premium patient experience, scalable success

Since partnering with NextPatient, Exemplar Care has expanded from four providers across two locations to 14 providers across 11 locations and counting — delivering an exceptional experience for every patient, while empowering staff to focus on higher value work.

- Patients self-schedule, confirm, cancel, and reschedule without phone calls or staff intervention
- Waiting room time is reduced for 1.6K+ urgent care patients who reserve a spot in line before they arrive every month
- Impressed patients consistently leave online reviews at an industry-leading survey response rate

“From the ability to tailor the software to fit our member-first model to the unmatched customer support, NextPatient checks every box.”

Jacqueline Robson

VP of Member Services
Exemplar Care

