

CASE STUDY | Online Scheduling + Reputation Management

See how online scheduling became Direct Orthopedic Care's leading source for new patient appointments

MEET DIRECT ORTHOPEDIC CARE

Delivering convenient, immediate access to orthopedic urgent care



Open seven days a week for walk-in and scheduled appointments, Direct Orthopedic Care provides one-stop, high quality care — eliminating the long wait times and high costs of an ER visit.

BEFORE PARTNERING WITH NEXTPATIENT

Balancing unpredictable walk-in visits with high call volumes compromised overall scheduling efficiency. Plus, manually sending links for post-visit surveys created a barrier for collecting online reviews.



High call volumes for busy front office staff



No direct access for patients to book appointments



Manual process for requesting post-visit reviews

AFTER PARTNERING WITH NEXTPATIENT

Across 11 locations in Austin, Dallas, and Oklahoma City, Direct Orthopedic Care now offers patients 24/7 ability to book online and sends post-visit survey requests automatically.

Leading Source for New Patient Appointments

48%

New patient appointments booked online in **Jan. 2022**, over walk-ins and phone calls — an increase from **25%** in **Jan. 2019**

57%

Online appointments booked after hours

4.8

Average star rating on Google Business

23%

Of all appointments were booked online in 2021

7,100+

Reviews on Google Business

“NextPatient saves so much time and energy. It’s immensely helpful for us to be able to have patients self-service.”

Jim Griffin, President & COO, Direct Orthopedic Care