

★ OB/GYN 👤 35 providers 📍 Erie, Pennsylvania

OB/GYN Associates of Erie

2023 Case Study

OB/GYN Associates of Erie is a 35-provider OB/GYN practice spanning 5 locations across the greater Erie, Pennsylvania area, including Northeast Ohio and Western New York. The practice was looking for a patient communication tool that allowed patient-initiated messaging, and that staff would be able to utilize for clinical results and notifications. With the help of Klara, they've been able to provide their patients with a way to receive notifications about lab results and communicate in a discrete way without having to remember log-in credentials.

“ Our patients love being able to have discrete conversations with our staff via Klara, without having to find a private area to talk during the day.

Keith Gillette, IT Security Manager, OB/GYN Associates of Erie

44

patient NPS, ranking “above average”¹

975k+

total messages sent¹

494k+

automated messages sent¹

Problems

- Lack of usage with previous messaging solution
- Patients wanted to initiate conversations more easily
- Clinical staff needed a way to communicate lab results quickly with patients

Results

- Seamless communication for patients and staff, in one place
- Patients are able to communicate with staff discreetly, without having to find a private place to take a phone call
- Medical staff can now share lab results quickly and easily with patients², which they love

¹ From November 2021, when OB/GYN Associates of Erie became a customer of Klara, through April 2023.

² Results may vary depending on medical practice size, product usage and other variables.