

eClaims

builds client loyalty



A higher rate of follow-up appointments with eClaims

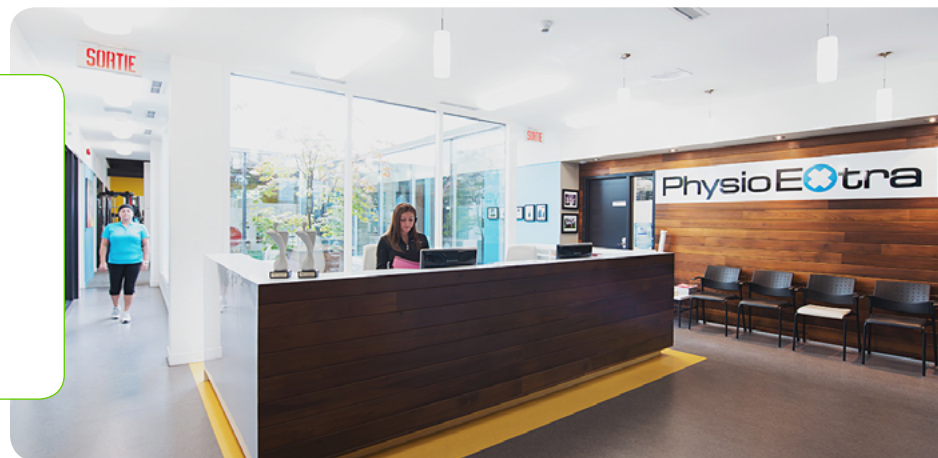
Pascal Gagnon is a physiotherapist and the co-owner of Physio Extra, one of the largest networks of private rehabilitation clinics in Quebec. He is also a loyal advocate for eClaims, which enables health care professionals to submit claims online on behalf of their clients.

eClaims definitely offers a valued added service to clients by reducing their out-of-pocket expenses and eliminating insurance paperwork. The platform is secure, free, practical and easy to use, but can it also build loyalty? That's exactly what Mr. Gagnon wanted to find out.

Clients make **9 % more** clinic follow-up **appointments** when benefiting from eClaims.

Context of the case study:

- **12** Physio Extra clinics using eClaims in the greater Montreal area
- **1,500** clients benefiting from eClaims
- **1** year of data



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Process

Mr. Gagnon came up with the brilliant idea of displaying an **eClaims** poster in the reception area of his clinics that lists **eClaims** participating insurance companies. He also encouraged the administrative assistants at half of the clinics to actively promote **eClaims** to their clients.

First finding: people show more interest in the **eClaims** solution when they learn about it firsthand at the clinic and are actively offered the service.

Promising Results

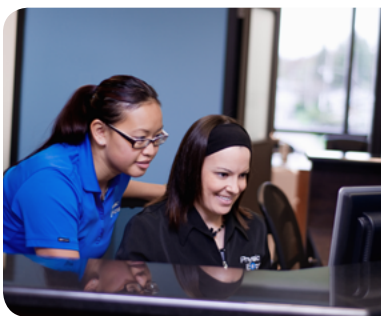
For his study, Mr. Gagnon focused on more than 1,500 individual clients who had received treatment at one of 12 clinics and had benefited from **eClaims**.

The results speak for themselves: "On average, our clients who benefit from **eClaims** book 9% more follow-up appointments at the clinic."



Interesting Conclusions

"Health clinics benefit from using **eClaims** and promoting it to their clients. Our clients seem to really appreciate reduced out-of-pocket expenses and not having to worry about the often tedious health claim submission process, facts that undoubtedly make them more inclined to come back more often. **eClaims** makes life easier for our clients and has a positive effect on their adherence to a treatment plan. That's why I recommend **eClaims** whole heartedly to all my colleagues!"



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