

CEQUENS●

Simple solutions, deeper connections

Optimizing Order Completion Cycle for Healthcare



Efficiency in healthcare is not merely an operational advantage—it directly influences patient outcomes. A streamlined Order Completion Cycle ensures timely care delivery, minimizes administrative inefficiencies, and enhances overall patient satisfaction.

The concept of an Order Completion Cycle, widely applied in e-commerce, is equally critical in healthcare. According to a McKinsey study, medical distributors have gained a **\$6** return for every **\$1** invested in optimizing the Order Completion Cycle—a **500%** return on investment (ROI).

As healthcare services and medical distribution become increasingly digital, providers must refine their strategies to meet evolving patient expectations. This e-book explores how an optimized Order Completion Cycle can reduce drop-offs, minimize appointment no-shows, and improve the overall healthcare experience.



Key Challenges in the Healthcare Cycle

Boston Consulting Group (BCG) underscores a crucial aspect of the Order Completion Cycle: it must function effectively for both the customer and the business system. When applied to healthcare, this means:

- ✓ **For patients:** Ensuring timely access to medications, medical supplies, and treatments without delays or disruptions.
- ✓ **For healthcare providers:** Managing costs, optimizing inventory, and maintaining steady cash flow to sustain operations.

Balancing these factors is not optional—it is essential for a sustainable healthcare system. However, challenges such as supply chain disruptions, rising costs, and operational inefficiencies hinder progress without effective optimization.

Key Statistics:

- **30 %** of patients fail to attend their appointments, leading to revenue losses and wasted resources (CCD Health).
- **43 %** of patients prefer a self-service booking system to schedule appointments outside regular hours (Accenture).
- Only **15 %** of canceled appointments are rebooked, and **90 %** of physician practices lack a waitlist to fill gaps, resulting in revenue loss and patient frustration.
- Nearly **40 %** of patients find medical bills confusing, contributing to delayed payments and increased administrative burdens. **78 %** of healthcare providers struggle to collect payments exceeding **\$1,000** within 30 days.(NIH)
- **80 %** of healthcare providers experience delays in receiving essential medical supplies, impacting patient satisfaction and health outcomes.(Trexin Consulting)

Addressing these challenges requires a comprehensive Order Completion Cycle framework that enhances scheduling, improves engagement, streamlines prescription fulfillment, simplifies billing, and optimizes supply chain management.

Understanding the Order Completion Cycle in Healthcare

The Order Completion Cycle in healthcare encompasses the entire patient journey—from appointment booking and treatment coordination to post-care engagement and payment processing. Unlike retail, where the Order Completion Cycle focuses on transactions, in healthcare it focuses on patient engagement, compliance, and service efficiency.

The Five Key Stages are:

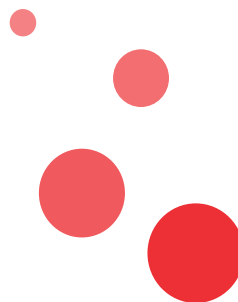
Appointment Booking & Patient Onboarding

Consultation & Treatment Coordination

Prescription & Order Fulfillment

Billing & Payment Processing

Post-Treatment Engagement & Follow-Ups



1 Appointment Booking & Patient Onboarding

Each missed first appointment can cost healthcare providers up to **\$1,200** in wasted acquisition costs per patient.

A complex booking system can result in patient drop-offs and no-shows. Modern healthcare facilities benefit from digital scheduling solutions that provide a seamless booking experience.

CEQUENS facilitates this process by offering self-service booking tools, automated appointment reminders via **WhatsApp, SMS, and AI voice calls**, and real-time doctor availability updates, significantly reducing scheduling errors.

✓ Best Practices:

- Develop an intuitive, self-service scheduling platform.
- Update doctor availability in real time to prevent overlapping bookings.
- Implement quick confirmation options to ensure patients verify appointments instantly.



2 Consultation & Treatment Coordination

Clear pre-visit communication and seamless onboarding can **reduce patient drop-off rates by 60%**.

Inefficient consultation workflows contribute to long wait times and patient dissatisfaction. Digital check-in systems and self-service kiosks can streamline this process.

With **CEQUENS**, healthcare providers can send real-time notifications about wait times and doctor availability. Clinics can also integrate CEQUENS tools to manage pre-consultation screenings via interactive chat support, reducing paperwork and improving coordination.

✓ Best Practices:

- Implement digital check-in systems to minimize administrative burden.
- Provide real-time wait time updates via push notifications.
- Train staff regularly on system usage and gather patient feedback for improvements.



3 Consultation & Treatment Coordination

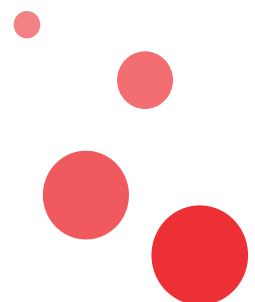
The prescription abandonment rate reached **17%** in 2021, increasing to **60%** for prescriptions with out-of-pocket costs exceeding **\$125**.(Pharmaphorum)

Delays in prescription processing frustrate both patients and providers. Automated refill systems, medication delivery updates, and secure digital payments improve efficiency significantly .

CEQUENS enables real-time medication status notifications and allows pharmacies to track orders seamlessly.

✓ Best Practices:

- Integrate automated refill alerts and digital order tracking.
- Offer multiple secure payment options.
- Regularly review system performance to mitigate delays.



4 Billing & Payment Processing

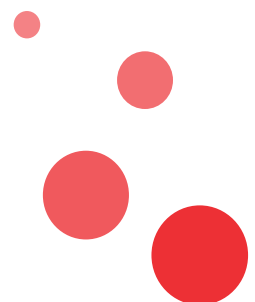
Poor billing practices lead to **\$125 billion** in annual revenue losses for doctors, which equals **\$5 million** per provider on average.

Billing complexities delay payments and reduce cash flow. Offering diverse payment options, including credit cards, digital wallets, and insurance integrations, enhances the billing experience.

CEQUENS, in collaboration with **Meta**, facilitates secure online payments through WhatsApp. Healthcare providers can integrate WhatsApp-based payment systems and send automated billing reminders via WhatsApp and SMS, which accelerates settlements by **30%** according to PwC.

✓ Best Practices:

- Provide diverse, secure payment methods.
- Automate billing reminders for upcoming or overdue payments.
- Closely monitor transactions to quickly resolve discrepancies.



5 Post-Treatment Engagement

Retained patients contribute an average of **\$3,000** in annual revenue and generate valuable referrals.

Post-treatment engagement fosters patient satisfaction and loyalty. Automated follow-up scheduling, feedback collection, and digital chat support enhance the experience.

CEQUENS supports clinics in managing personalized follow-up messages and automated loyalty offers.

✓ Best Practices:

- Implement automated follow-up reminders to reinforce patient care.
- Systematically collect and analyze patient feedback for continuous improvement.
- Utilize digital channels for real-time patient support and engagement.

In Conclusion

Each stage of the healthcare journey, from appointment scheduling to post-care engagement, can be significantly improved through strategic integration of digital tools like those provided by CEQUENS.

By prioritizing clear communication and seamless processes, healthcare facilities can elevate patient satisfaction, optimize operations, and drive sustainable growth.



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**Ready to explore how
CEQUENS can support
your healthcare
optimization strategy?**

Schedule a call

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Thank You.

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