

How Coastline Orthopaedic Associates Drives 100% Patient Satisfaction with Automation

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**ENHANCED
ONLINE PRESENCE**



**BETTER RATINGS
& REVIEWS**



**EFFECTIVE PATIENT
EXPERIENCES**

About:

Coastline Orthopaedic Associates

Dedicated to restoring active lifestyles, Coastline Orthopaedic Associates is committed to providing compassionate musculoskeletal and orthopaedic care and exceptional clinical outcomes to patients for nearly 30 years.

Facts

Coastline is one of the leading orthopedic providers in California, but they lacked a digital partner to complement their growth and clinical outcomes.

Adopting Steer Health's AI-powered plug and play suite of tools has

- created a modern web presence,
- boosted their online reputation from 3.7 to 4.7 using Steer AI-powered patient advocacy module,
- helped Coastline organically become **#1 on Google ranking.**

With their modern presence and smart automations, Coastline now effectively guides patients online from welcoming through every step of their healthcare journey.



Ease of Doing Business:

Modernized Online Presence & Simplified Patient Navigation

With Steer Health, Coastline provides an enhanced & unified online web experience

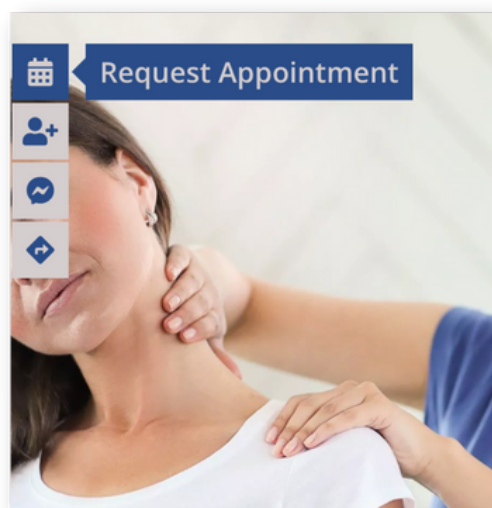


THE CHALLENGE: Coastline Orthopaedic Associates needed a partner to optimize their web presence. Their website wasn't bringing in enough traffic or converting as many visitors into patients as they'd like.

By partnering with Steer, **Coastline activated:**



- **Optimized Web presence** that offers a modernized presence, provides a seamless Patient Experience and more conversions.
- **Search Engine Optimization** that increases brand awareness and drives more traffic to their website
- With “**Action Buttons**” featured on every page, patients can easily find a doctor, schedule appointments, contact the staff, and get directions.



Trust:

Better Ratings & Reviews

With Steer, Coastline leverages automations to boost online reputation

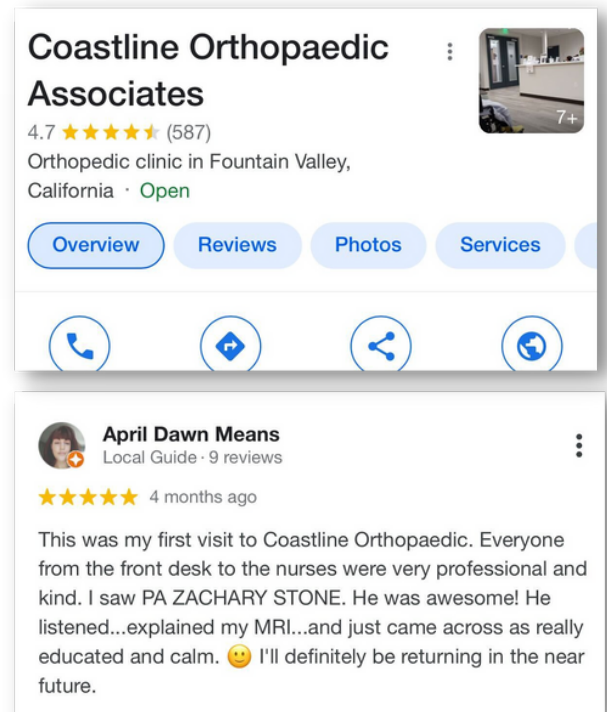
127%
increase in online ranking on Google

Online reputation impacted how Coastline built trust with their patient community and convert more appointments.

By partnering with Steer, Coastline took control of their reputation management strategy and achieved incredible results.



- **100% satisfaction rate with** 587 patients recommending Coastline on Google!
- **Automated & personalized surveys** after every office visit to encourage patients to provide feedback and leave online testimonials.
- **Leveraging patient feedback** to continually provide stellar patient experiences.



Digital Engagement: Effective Patient Experiences

Coastline completely transformed
how they communicate with patients

100+

SMS conversations/month

To improve patient communications and drive operational efficiency, Steer Health activated multiple AI-powered communication channels for Coastline, including HIPAA Compliant Chatbot solution on the website, 2-way SMS, interactive mass campaigns, and more. Collectively, these serve to improve communication, care coordination, and the experience for patients, physicians, and staff.

- **100+ SMS conversations monthly** are driving better patient engagements and are dramatically reducing hold times.
- **Steer's Chatbot** is giving Coastline's website visitors a quicker, preferred communication option and resolves their inquiries faster.
- **Physician Directories** with Enhanced MD Profiles to improve visibility and boost online bookings.



Access:

More Access & Convenience for Patients

With Steer, Coastline simplifies & enhances patient access with automation



Coastline recognized that patients today want to schedule appointments at times and locations convenient to them and also want a simple way to interact with their healthcare provider's office. Thus, they partnered with Steer Health.

- Online scheduling on Coastline's website **drives 200+ appointments** on average per month. Patients are able to schedule appointments through a 24/7 chatbot, access patient prep instructions, initiate eRegistration, send secure messages to the staff, and more.
- With Steer Health's **Referral Automation**, Coastline automates the process of intercepting incoming referral requests, notifying patients, and even scheduling their appointments.

