



# How University Reproductive Associates uses WaitWell to manage morning clinic rush



Case study

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Company:  URA  
CONCEPTS FOR THE FUTURE

Location: United States

33%

reduction of in-person wait times

100%

fewer calls to check on wait times

0

number of staff managing lineups

## Overview

With three locations in New Jersey, University Reproductive Associates (URA) has eight Board Certified Ob/Gyn Physicians and a team of fertility specialists working to make the journey to parenthood a reality. URA is affiliated with the New Jersey Medical School and provides state of the art facilities offering advanced technology to offer a host of reproductive health services. With all of their needs onsite, the clinics see patients many times on their path to successful pregnancy including doctor's visits, blood work, ultrasound and frequent temperature checks.

## Business Challenge

URA offers a Morning Monitoring Clinic from 6:00am-9:30am which draws up to 60 patients per day at one location alone. This meant that patients were arriving after 5:00 am to begin lining up to be seen. With the onset of COVID, the need to screen individuals daily was adding to the workload of the already burdened staff. Patients were often waiting to have their temperature checked, blood work drawn or for an ultrasound. Patient disputes over who had arrived at the clinic first was not an uncommon occurrence. Added to all of this was the issue of a waiting room being forced to reduce capacity due to the pandemic restrictions. Staff and patients alike were starting their days frustrated.

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# Solution

URA reached out to WaitWell in January 2021 for help. WaitWell's queue management system was exactly what they needed to deal with a high daily volume at a reasonable price. The simple and intuitive nature of the product meant staff could learn to use the product quickly and not waste precious time on software training. It was important that patients could use their cell phones without the need for any special apps to be able to join the line.

“ I have been working at this facility over 11 years and I think this process has made it easier for the staff to check in patients while also continuing to work on other tasks.” - Agnie Machin, Clinic Manager

## WaitWell has meant happier staff and patients

Machin says that WaitWell has saved time and that the clinic has reported an overall decrease in staff stress levels, **“We are no longer dealing with patients telling us that they arrived first or asking us how much longer they must wait. Patients check in via the QR code daily and know exactly what number they are in line and when they will be seen. It has solved the issue of patients constantly calling the office during our busiest hours to see how long the wait will be. Now they can simply send a text to join our line,”** she continues.

“Due to the pandemic, we had an employee checking in patients outside of the building and asking them to wait in their car for their turn. WaitWell helped us with this whole process and we no longer need someone outside checking in and screening patients for COVID-19 symptoms. Our staff is back inside being productive.” - Agnie Machin, Clinic Manager

Additionally, the automated COVID waiver meant that staff were freeing up their time to get their work done rather than having this extra task added to their workload. Interruptions in productivity have been noticeably reduced and staff now have accurate waiting times to be able to better answer questions.