

7 Ways to Reduce No-Shows

Practical strategies for improving attendance for CMR/As and other clinical services

Missed appointments can disrupt workflow and limit opportunities for patient care. Use these strategies to build patient commitment, improve preparation and make appointments easier to keep.



01 | Schedule Strategically

Utilize the Appointment Based Model (ABM)

- Schedule clinical services when the patient is already visiting the pharmacy.
- Use medication synchronization to create predictable opportunities for care.
- Start with patients who already have an established relationship with the pharmacy team.

02 | Validate the Patient's Experience

- Chronic conditions often bring trauma from complex care needs and frequent medical appointments
- Recognize the burden of repeating one's story to multiple providers
- Show empathy - recounting detailed medical history and personal health information takes a toll on patients



03 | Meet Patients Where They Are

Deliver services beyond the pharmacy's walls

- Offer telehealth for patients who can't come into the pharmacy
- Visit patients at home or in independent living facilities.
- Partner with community-based organizations (senior centers, YMCA, public health department, ADRC) to meet at a shared, convenient location

Telehealth:

WPQC billing requires audio/visual visits. Some Medicaid medical benefit CPT codes allow audio-only visits. View [PSW Telehealth Guide](#).



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04 | Remind Consistently

Be persistent with reminder calls and texts!

- Use the patient's preferred communication method.
- Explain that staff time has been reserved specifically for their appointment.
- Encourage the patient to contact the pharmacy as early as possible if plans change.

One week before → One day before → Morning of



05 | Connect the Service to What Matters

- Ask about the patient's concerns, goals and daily challenges.
- Connect the clinical service to an outcome that matters to the patient.
- When patients feel heard and understand the value of the service, they may be more likely to keep the appointment.

Example:

Instead of: "Let's improve your ACT score."

Try: "Let's help you exercise or play sports without needing as many breaks."



06 | Help Patients Arrive Prepared

Before the appointment, remind patients to bring:

- Current medications and supplements
- Relevant health information
- Questions or concerns
- Any requested forms or records

**Text | Email | Mail |
Prescription Pickup**

Ask how the patient
prefers to receive
appointment
information.



WPQC Resource:

Consider providing the What to Bring Document from the WPQC Homestudy Manual.



07 | Consider Tangible Incentives

Incentives may not be feasible for every pharmacy. Choose an approach that fits your organization, patients and available resources.

- Gift cards
- Pharmacy goodie bags
- Prize drawings
- Medication boxes
- Store credit
- Blood pressure monitors

The goal is not simply to remind patients of an appointment. It is to help them understand its value, feel prepared, and know that their time and concerns matter.