

Cracking the Code on Real-Time Scheduling:

HOW LUMA HEALTH DID WHAT
OTHERS COULDN'T



ORGANIZATION OVERVIEW

Size: Luma Health has grown from a foundational team of just three co-founders to a robust organization of over 120 employees, underscoring steady growth as the company scales its mission to simplify the patient journey. Today, Luma supports over 750 healthcare organizations – including health systems, clinics, and federally qualified health centers – and connects more than 500,000 unique providers across the U.S. to orchestrate care for over 50 million patients.

Recognition: Luma Health has earned significant accolades for both workplace culture and security excellence. In 2024, it was named among Inc. magazine's "Best Workplaces in the Healthcare Sector," highlighting its positive, people-first environment. On the security and compliance front, the company holds top-tier certifications - including HITRUST CSF r2, SOC 2 Type II, and ISO 27001:2022 – surpassing HIPAA standards and demonstrating a strong commitment to safeguarding patient data.

For healthcare IT vendors, enabling real-time scheduling in specialty care is a tough nut to crack. Long lead times, underutilized slots, and rigid EHR environments make scalable solutions hard to deliver. Luma Health had the platform and the vision, but needed a partner who could make seamless integration happen without draining engineering resources.

They found that partner in ELLKAY.

What followed is a blueprint worth studying: real-time connectivity, out-of-the-box performance, and a partnership that delivered exactly what was promised – quickly. Here's how Luma cracked the code to scale smarter, and what it means for vendors looking to do the same.

THE CHALLENGE

Unlocking Real-Time Scheduling for Specialty Care

Luma Health's mission is simple: make it easier for patients to access care. But for specialty practices, real-time scheduling posed a serious challenge – especially in high-demand fields like gastroenterology and women's health, where appointments are often booked months out, yet in high demand.

Luma's homegrown solutions were strong, but they needed a partner who they could rely on. Layering ELLKAY integration into the Luma platform resulted in a seamless, scalable scheduling experience – without adding extra burden to their engineering teams.

THE SOLUTION

After testing multiple vendors, Luma found that ELLKAY was the only partner that could deliver real-time specialty scheduling. Luma implemented ELLKAY's API-based integration to enable real-time access to book, reschedule, or cancel appointments.

THE IMPACT

253K+

APPOINTMENT BOOKINGS
SUPPORTED

25K

CANCELLATIONS
PROCESSED

5K

RESECHEDULES
COORDINATED

**PATIENT
SELF-SERVICE**

INCREASED

**ACCESS
TO CARE**

ACCELERATED

**MORE APPOINTMENT
SLOTS**

FILLED BY ENABLING ONLINE
SCHEDULING FOR CLINICS

What stood out to Luma was that ELLKAY's solution didn't just promise results – it worked right out of the box.

"We tested it; it worked, and that was worth its weight in gold," said Aditya Bansod, Co-founder & CTO of Luma Health.

Unlike other vendors, ELLKAY didn't require months of custom development to deliver promised functionality.

THE IMPACT

Driving Growth Through Operational Agility

Beyond the numbers, ELLKAY empowered Luma to scale scheduling workflows across high-demand specialties like gastroenterology and women's health.

The partnership also enabled a shift to a more scalable revenue-share model – expanding provider coverage and unlocking stronger long-term economics.

Another key aspect was that ELLKAY's integration worked seamlessly with Luma's existing tech stack, reducing internal friction and freeing up engineering resources. This allowed Luma to move faster and deploy more efficiently, while also staying focused on innovation. Most importantly, the experience reinforced trust in ELLKAY as a reliable, execution-focused partner – one that delivers what they promise, when they promise it.

Driving Growth Through Operational Agility

ELLKAY's solution integrated cleanly across Luma's three key product pillars: Access, Readiness, and Communication. Scheduling shouldn't be a siloed feature – it touches every phase of the patient experience. From initial intake to post-visit follow-ups, ELLKAY gave Luma the flexibility to support diverse scheduling workflows without disrupting product integrity or user experience. Aditya Bansod added, "Most vendors talk about integration. ELLKAY just delivered it – leanly, quickly, and without draining our resources."

WHY IT WORKED

Key Drivers of Success

Several core factors made this collaboration successful:

- ▶ **Deep EHR Connectivity**
"EHR data is the lifeblood of our product—it must flow in and out," said Bansod. ELLKAY provided the bi-directional data access needed to power Luma's scheduling.
- ▶ **Out-of-the-Box Functionality**
No overpromising. No long implementation timelines. Just integration that worked on day one.
- ▶ **Scalable Commercial Model**
A restructured agreement aligned incentives, making it easier to scale adoption across Luma's provider network.
- ▶ **True Strategic Partnership**
ELLKAY brought execution and reliability to the table. If an issue arose, the ELLKAY team worked with Luma to resolve issues quickly.

"ELLKAY knows what they're doing, which isn't always the case with vendors in this space," said Aditya Bansod.

“

We had the vision.
ELLKAY brought the execution.
That's what made real-time
scheduling possible at scale.”



ADITYA BANSOD
Co-founder & CTO
Luma Health

ABOUT ELLKAY

ELLKAY is a trusted enterprise data management partner, driving innovation and connectivity across the healthcare ecosystem. Since 2002, ELLKAY has empowered hospitals, laboratories, payers, healthcare IT vendors, and more with unmatched data management expertise. With connections to over 58,000 practices and interoperability with 750+ EHR/PM systems across 1,100+ versions, ELLKAY delivers solutions that streamline data exchange, fuel value-based care, and drive smarter decision making.



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