



CASE STUDY

# GW Medical Faculty Associates Reduces Average Call Time Across Its Contact Center



# A Leading Academic Physician Practice



GW Medical Faculty Associates (GW MFA) is an academic medical practice based in Washington, D.C., comprised of 700 clinicians. As the largest independent academic physician practice in the metro area, the organization’s primary focus is on outpatient ambulatory practices. GW MFA provides comprehensive care in more than 50 medical and surgical specialties to patients at multiple locations around Washington, D.C., Maryland, and Virginia.

Its centralized contact center plays a critical role in ensuring patients can schedule appointments, manage billing questions, and access care efficiently. As call volumes continued to grow, GW MFA faced a pressing challenge: how to improve speed and service quality without increasing staff or costs.

**700**  
CLINICIANS

**50+**  
SPECIALTIES

**850k**  
ANNUAL  
ENGAGEMENTS

## THE CHALLENGE

# Reducing Call Times at Scale

As part of an initiative to replace its legacy CCaaS platform, GW MFA set out to optimize call center operations and reduce average call time. Given the volume of calls that come into its centralized contact center, even small inefficiencies had a major impact. With hundreds of thousands of patient interactions each year, eliminating just a few seconds per call could translate into significant cost savings, improved service levels, and better patient experiences.

To succeed, agents needed a faster way to identify and verify patients, understand the

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*We realized that by bringing together our new CCaaS platform, Glia, and SpinSci’s Patient Assist, we could achieve time savings, which translates into cost savings.*



**Christin Moore, Director of Patient Access**

GW Medical Faculty Associates

reason for calling, and efficiently resolve the call without switching between systems.

Whether handling scheduling, billing, prescriptions, or referrals, agents were spending too much time navigating fragmented tools.

## THE SOLUTION



# Patient Assist: A Unified, Patient-Centric View

GW MFA implemented SpinSci's Patient Assist, which natively integrates with its EHR platform, Epic. The solution gives agents a unified, patient-centric view that automatically appears in their call workspace. Instead of toggling between systems, agents can instantly access identification details, recent appointments, preferred providers, unresolved requests, and more. This allows agents to personalize every interaction, address scheduling and clinical follow-up needs without bouncing between multiple systems, and ultimately close care gaps during a single call.

*"The fact of the matter is I'm a repeat customer. I had experience with SpinSci in my previous healthcare system and truly felt the loss when I transitioned to a different system and had to go without it," said Moore.*

*"On average, we saw a decrease of 30 seconds per call, and that's huge when you are handling hundreds upon thousands of calls. In 2025, we had just shy of 850,000 patient engagements, so if you multiply that by 30 seconds – that's pretty intense," said Moore.*

*"The vast majority of the calls we receive center around scheduling, so that team is really bringing in patients, increasing our utilization and our revenue. The solution has been great from that perspective."*



## THE RESULTS

**After deploying Patient Assist, GW MFA saw measurable improvements in three key areas.**



### REDUCTION

Reduced average handle time (AHT)



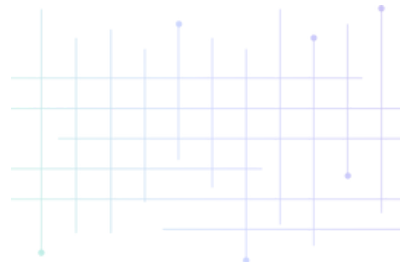
### NO-SHOWS

Fewer missed appointments



### SATISFACTION

Higher employee satisfaction



**With faster calls and higher throughput, GW MFA improved service levels and strengthened financial performance.**



## ADDITIONAL VALUE

# Gaining Additional Value with Patient Notify

GW MFA further enhanced patient engagement by deploying SpinSci's Patient Notify. The solution integrates with Epic to deliver automated appointment reminders through voice calls, particularly valuable for patients who do not use text messaging.

“For those who don't have a cell phone or prefer a phone call, we use Patient Notify to drive down our no-show rates and increase our engagement with patients. This has really helped us keep our clinician's schedules full.”

## CONCLUSION

# Measurable Impact at GW

**For GW MFA, SpinSci has become a strategic partner in modernizing patient access.**

*“We're trying to find the ‘best of the best solutions’ to support our patients, and SpinSci happens to be one of those best solutions. It's a connector between our historically unconnected systems,” said Moore.*



By streamlining workflows, improving patient engagement, and delivering measurable ROI, SpinSci has helped GW MFA build a more efficient, scalable, and patient-centered healthcare system.

Whether handling scheduling, billing, prescriptions, or referrals, agents were spending too much time navigating fragmented tools.

“SpinSci is a benefit to our customer, a benefit to our team members, and it truly proves itself through the results that you that you get from it. I would recommend SpinSci to anybody who is considering their solutions.”

Transform **Patient Access.**

[Book a demo](#)



# Get started now

Learn why the world's leading health systems rely on SpinSci.

[Book a demo](#)