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OrthoCarolina Launches Online Scheduling in Winston-Salem Market

Technology will roll out to other OrthoCarolina offices in phases

WINSTON-SALEM, N.C. (October 28, 2019) – OrthoCarolina has launched the first part of what will be a multi-phase rollout of new online scheduling technology at OrthoCarolina Winston, which includes all of its Winston-Salem-area offices. The online platform offers optimized appointment times online while reducing unused appointments and increasing patient volume.

“We realize that in today’s competitive marketplace, consumers anticipate a seamless digital platform. Online scheduling allows us to meet the expectations of our patients and provide them with the world class experience they associate with OrthoCarolina,” said Bruce Cohen, MD, CEO of OrthoCarolina.

In the first phase of online scheduling, the platform will be available in the greater Winston-Salem area with doctors, physician assistants and nurse practitioners. This approach will allow OrthoCarolina to monitor and optimize the process as well as receive initial feedback. Future phases will expand online scheduling to all OrthoCarolina locations and for physical therapy appointments. The goal is to have full availability by March 2020 across communities where OrthoCarolina has a presence. OrthoCarolina currently has 40 locations. Patients can also continue to schedule appointments by phone as preferred, with the same level of excellent service and responsiveness.

“At OrthoCarolina we pledge to continuously learn and grow to meet the needs of our team and our patients. We look forward to upholding that pledge and taking our next step to improve patient service by offering the best technology we can,” said William L. Craig, III, MD, a physician with OrthoCarolina Winston.

About OrthoCarolina

With expert physicians and care providers in locations throughout our region, OrthoCarolina is one of the nation’s leading orthopedic practices and your destination for comprehensive orthopedic care. Our expertise in the areas of foot and ankle, hand, hip and knee, shoulder and elbow, spine, sports medicine and pediatrics to offer a continuum of care unmatched in our region — and throughout the country. OrthoCarolina. You. Improved.

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