NOCTEM® HEALTH

Clinical Spotlight #001

The Challenge

For many practices, the time between a patient deciding to seek care and their first appointment is simply time spent waiting. **For Dr. Brad Wolgast, that wait presented an opportunity.**

As he worked to reach more patients while maintining the personalized care that is central to his private practice, he wanted a way to get patients started sooner, without simply adding more people to his in-person schedule.

A different kind of waitlist

With COAST®, patients on his waitlist can begin engaging with their sleep care journey before they ever walk through the door. Rather than waiting for their first appointment, they can start with COAST, where they can start reporting on their sleep and daytime wellbeing, and receive personalized feedback and guidance from Dr. Wolgast already in the drivers seat.

This gives Dr. Wolgast a head start, too. Through his COAST portal, he can review patients' data and see early trends, understand what each patient is experiencing, and begin providing personalized support before their first in-person visit.

Turning the Waitlist Into a Head Start.

"COAST® gives my waitlist clients a chance to engage with their sleep in a professional format and get weekly advice and suggestions from me through the app. ***It's a game-changer for me and these waitlist clients"***

Brad Wolgast, PhD, CBSM, DBSM

The Results

The impact of getting an earlier start.

COAST has changed what happens between the patient's decision to seek care and their first in-person appointment. Instead of patients simply waiting, Dr. Wolgast can begin engaging with them right away:

- Collecting meaningful sleep data and assessments
- Providing timely, personalized guidance
- Encourage them to implement new sleep promoting behaviors

That early engagement also gives patients a choice in how they receive care. For some, the virtual experience through COAST provides everything they need to improve their sleep. For others, the information gathered through COAST creates an informed head-start for in-person care.

At the Center for Healthy Sleep, approximately 1 in 3 patients see significant sleep improvements with Dr. Wolgast through COAST, while he continues to maintain his existing in-person patient volume.

This allows him to maximize the number of patients he can serve without stepping away from the personalized care that matters to him. Whether treatment happens virtually or in person, Dr. Wolgast remains involved through the clinician platform, using patient data and ongoing engagement to guide care.

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The Results

The Center for Healthy Sleep's experience with COAST has produced measurable results across the patient journey.

Reduced attrition by:

40%

By engaging patients early, the practice saw a significant reduction in patients leaving the waitlist.

COAST® has saved Dr. Wolgast about 70 working hours this year alone.

Hours saved with COAST

70 hrs

% patients completing treatment with COAST

33%

1 in 3 patients show significant sleep improvements using COAST before their first visit.

The result is more than a shorter waitlist. The wait time becomes productive time within the care journey, and Dr. Wolgast can support more people.

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Key Takeaway.

Make the wait part of the care journey.

The Center for Healthy Sleep has created a more proactive patient journey by using COAST to engage patients even before their first visit with meaningful data already in hand. What began as a way to address the challenge of the waitlist has become part of a broader workflow.

For Dr. Wolgast, the value goes beyond increasing access. COAST helps him serve more patients without sacrificing his involvement in their care. Some patients show significant sleep improvements entirely through COAST, while others arrive at their first in-person appointment with meaningful data and a head-start in their treatment journey.

Start care sooner. Save time & serve more patients, while staying connected through every patient's journey.

See how COAST can fit into your clinic's workflow!

Schedule your personalized demo.