



Demand

Demand is defined as the **number of appointments booked today regardless of the day of the appointment**. These appointments are booked “**on**” today but not necessarily booked “**for**” today. Demand varies from to day to day, and seasonally.

In primary care, it is useful to capture demand in two categories – internal and external.

External demand is generated by patients randomly requesting an appointment, whether the appointment is scheduled for today or in the future. Sources of external demand include phone calls, walk-ins, faxes and emails.

Internal demand is generated by the provider in the form of follow-up appointments that are booked by the patient before he/she leaves the clinic or outgoing calls from either the clinic staff or the provider (e.g. lab results follow-up, screening requests). All other demand is counted as external.

Measuring Demand

To measure demand, the person or people scheduling appointments must keep a daily record of the number of appointments booked today regardless of the day of the appointment for each provider.

When counting demand, count demand for the panel physician (**the requested provider**) even if that provider is unavailable that day and the patient is seen by someone else. This is still demand for the panel physician.

Each day, everyone in the clinic who books appointments needs to record demand for both categories (internal and external for primary care) for each provider.

The daily record (tally) of demand for each provider is kept by making a “tick” for each standard time slot booked.

Example

If your Demand/Supply/Activity (D/S/A) units are 10 minute slots:

- An appointment booked for 30 minutes = 3 ticks
- An appointment booked for 60 minutes = 6 ticks

At the end of each day, all demand tabulation sheets should be gathered up and the number of booked appointments for each provider should be totaled by type and entered into the *Online Measurement Tool*.

