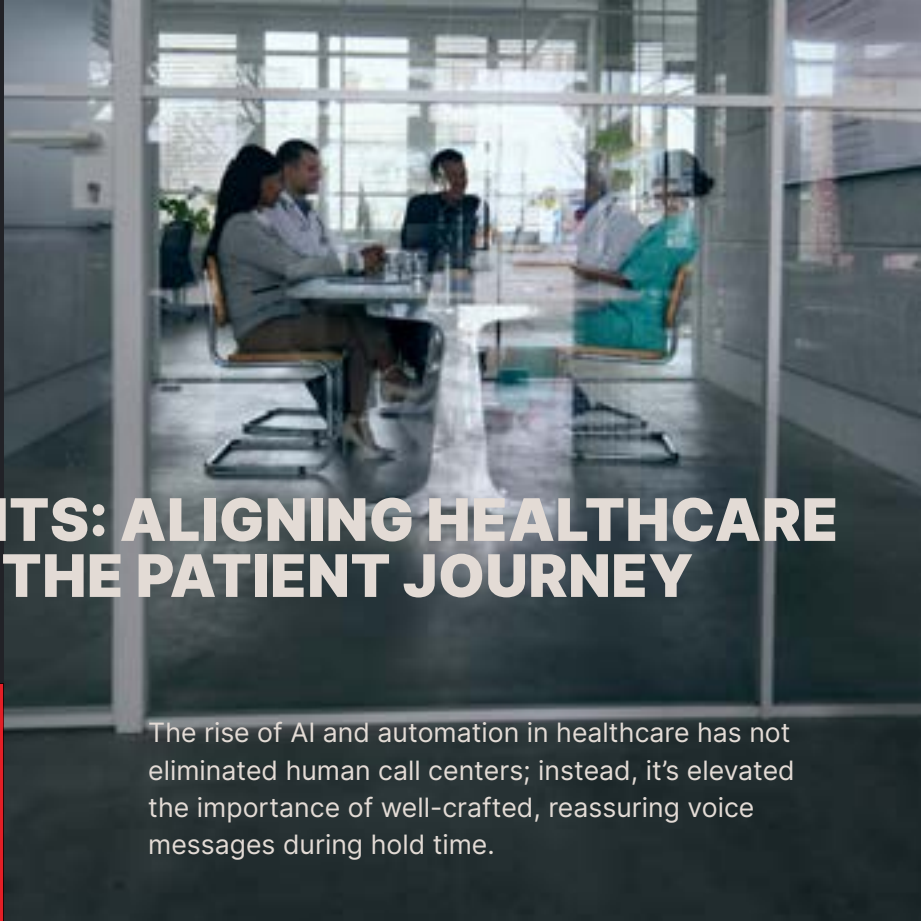




EVERY CALL COUNTS: ALIGNING HEALTHCARE MESSAGING WITH THE PATIENT JOURNEY

HEALTHCARE INDUSTRY CASE STUDY

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The rise of AI and automation in healthcare has not eliminated human call centers; instead, it's elevated the importance of well-crafted, reassuring voice messages during hold time.

Overview

Across the healthcare industry, there's a growing movement to replace traditional hold music with voice messages that educate, reassure, and connect with patients. This shift reflects a deeper understanding of the patient journey — where every moment, even time spent on hold, can either build trust or add stress.

Voice-on-hold messages tailored to patient concerns can reduce perceived wait times and frustration. Health systems are using this time to share:

- FAQ responses (e.g., insurance, hours, forms).
- Reassuring health tips or seasonal messages.
- Prompts to use digital services (e.g., patient portals).

As you will see in the two brief case studies shown here, it is clear that attention to every aspect of the patient journey, even time spent on hold, must be considered. The goal is that your organization will elevate the patient experience, creating a more connected, trusted, and patient-centered communication environment.

Today's Challenges

01. Communication breakdowns drive patients away

A recent survey revealed that nearly 60% of patients said they'd be willing to switch doctors if they faced a broken communications experience.¹

02. AI-driven solutions are being hyped, but they aren't preferred over personal conversations

Which generation prefers using the phone to contact you? All do. Gen Z: 52%, Millennials: 64%, Gen X: 78%, Boomers: 82%.²

03. 2025 Healthcare Call Center Stats

Average hold time in healthcare call centers is 4.4 minutes. About 60% of patients will abandon calls if they have to wait longer than 1 minute.³

¹ Comments on 2024 Artera Survey, <https://www.fiercehealthcare.com/providers/artera-survey-highlights-how-communication-breakdowns-affect-patient-experience>

² The State of Customer Service and CX 2025, <https://hyken.com/research/>

³ Latest Healthcare Call Center Statistics: Must-Know for 2025, <https://www.dialoghealth.com/post/healthcare-call-center-statistics>

Our Solution

Patients don't just want access — they want clarity, warmth, and trust. That means every second on hold, during a transfer, or while waiting after hours is a valuable moment to build confidence and reduce anxiety.

➤ Spotlight: NYU Langone Medical Center

At NYU Langone in New York City, Easy On Hold® collaborated with both the technical and administrative teams to completely reimagine the telephone experience.

- Produced over 1,000 customized IVR prompts across the NYU Langone system
- Delivered voice recordings in English, Spanish, Korean, and Russian
- Enabled fast-turnaround production for new departments and changes
- Improved alignment with patient needs related to age, language, culture, and education

➤ Spotlight: Baptist Medical Center

When Baptist Medical Center in Jacksonville, Florida migrated to a centralized Avaya platform, they called on Easy On Hold®, an Avaya Dev Connect Partner, for a phone-on-hold communications plan. The live audio stream is managed by marketing and customer service teams to deliver always up-to-date messages that help patients while they wait on hold. Examples are:

- New emergency and imaging center now open
- AgeWell centers locations
- Recommended testing and preventative tips
- My Baptist Chart patient portal

RESULTS

NYU Langone has improved alignment with patient needs related to age, language, culture, and education by implementing a wide range of voice services delivered quickly and conveniently by Easy On Hold®. The consistent voice experience has played a significant role in improving patient satisfaction.

Baptist Medical Center is improving patient satisfaction scores, and receiving fewer complaints. The marketing team is easily able to put forth a consistent brand voice across every location, and has used the Easy On Hold® production team to create audio for television and radio ads.



"Thanks for all your support. Easy On Hold® is a great partner and thank you for coming to our rescue on last-minute audio needs!"

– Beth Stambaugh, Senior Communications Specialist, Baptist Medical Center

The Patient Experience Begins on The Phone

The call center is not just a service function, it's a core part of the patient journey. Yet too often, it's excluded from branding conversations, treated as an IT asset rather than a communications channel. One hospital administrator confided that no one knew whose budget the hold music fell under, so nothing was done. That kind of ambiguity turns into a missed opportunity. With healthcare call centers averaging 2,000 calls each day, moments of waiting are inevitable, even with advanced call-handling technologies in place.

Healthcare is personal — and often stressful. That's why thoughtful on-hold messaging matters more than ever. Easy On Hold® helps healthcare providers improve the caller experience.