



## HEALTH CARE INDUSTRY CASE STUDY

**At health care offices**, the phone seems to ring more often these days. Patients, like all of us, are never more than a few inches from their phone. They can simply say, “OK Google, call my doctor.”

The incoming call presents both a challenge and an opportunity to health care providers.

Last year **The Journal of Medical Practice Management** studied 35,000 Google reviews of hospitals, health systems and medical groups. **Here are the top two patient complaints:**

- #1: COMMUNICATION (53%)
- #2: LONG WAIT TIMES (35%)

Most often, the telephone is the method patients use to make appointments and seek answers at health care offices. The issues patients might face when calling a practice include:

- Confusing and complicated call routing options
- Long hold times to get help or answers
- Frustrating automation technology
- Voices that sound corporate rather than compassionate
- Cultural and language barriers

## On Hold Messaging: ADVANCE CARDIAC CARE

Administrator Kurt Kuppler has witnessed the increasing demand on his staff at Bronson Advanced Cardiac Care, an office of eleven physicians in Southwest Michigan. As call levels increased, so did “on hold time”.

Changes in technology, the insurance market and a focus on a unified patient-centered approach to service had prompted Kuppler to review every customer touchpoint. Improving communications (marketing, as Kuppler calls it) needed attention.

He implemented the **Easy On Hold® phone-on-hold messaging** system.

Kuppler says, *“As a medical practice administrator, I have discovered there is an opportunity with the Easy On Hold solution to improve and expand on our marketing effort. It’s actually a very key component of our marketing.”*

Patients calling Bronson Advanced Cardiac Care now hear tips on how to best make an appointment. They’re educated on topics such as what to bring to an office visit, where to park and how to find the correct entrance.

Kuppler describes the use of the Easy On Hold® system as, *“very effective in increasing patient understanding of how to use our office, as well as helping us manage demand of our resources.”*



Communication, as a key element in providing high-quality health care services, leads to patient satisfaction and health.

Global Journal of Health Science





## HEALTH CARE INDUSTRY CASE STUDY: NYU LANGONE MEDICAL CENTER

Chances are, your patient called your medical facility before visiting. Was the experience smooth for the caller? Did it build trust?

Easy On Hold® worked with both the tech team and administrative specialists at **NYU Medical Center in New York** to review how calls were being handled. In developing a call flow strategy, patient age, language, culture and education had to be considered.

Easy On Hold® produced approximately 1,000 telephone IVR prompts (voice recordings) for various offices and phone systems within the NYU Langone structure.

Voiced greetings and announcements were provided in English, Spanish, Korean and Russian. NYU Langone continues to count on Easy On Hold® for fast-turnaround IVR phone prompts in English and other languages.



The Easy On Hold® team has been very responsive to our needs. The recordings match our technical specifications and definitely play a role in improving patient satisfaction.

NYU LANGONE REVIEW

## Is there room for improvement in how calls are handled at your health care call center?

The telephone experience can be a constant source of patient frustration. By engaging Easy On Hold®, an experienced professional phone voice and marketing service, any size health care office can take a leap toward accomplishing strategic patient satisfaction goals.

### Discover Opportunities and Issues

- How are calls answered?
- What do callers hear during transfers and while on hold?
- How long are your hold times?
- How are patient calls handled after hours and during peak hours?
- Does your marketing team operate on a 12-month calendar?

### Define The Caller

- Patients taking a more active role in their health care
- Patients concerned about their rights and responsibilities
- Calls are of a very personal and confidential nature
- Possibility of anxiety, uneasiness, hesitancy
- Concerns over safety, insurance, financial matters

### Design A Better Experience

- Convey compassionate tone across all platforms
- Increase awareness of services and access (walk-in clinics)
- Tips for prevention/empowering patients with knowledge
- New patient guidance/welcoming phrases
- Increased use of web-based services

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