



What Healthcare Providers Need to Know About the Patient Call Experience

Recent Omdia research found that the phone remains an important communication channel between providers and patients.



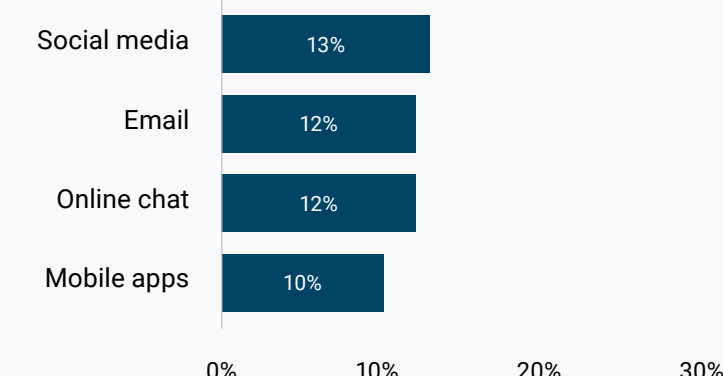
The importance of successful patient contact and outbound calls

While one-third of providers ranked outbound phone calls as the number one channel for communicating with patients, more than a third said the call experience isn't as good as other channels.

31%

reported the call experience isn't as good as the digital experience

Most important channels for communicating with patients



58%

said their call volumes increased significantly or slightly in the past six months

More than half of respondents said outbound call volume increased in the past six months due to blocked, mislabeled or spoofed calls, requiring more than one attempt to reach a patient.

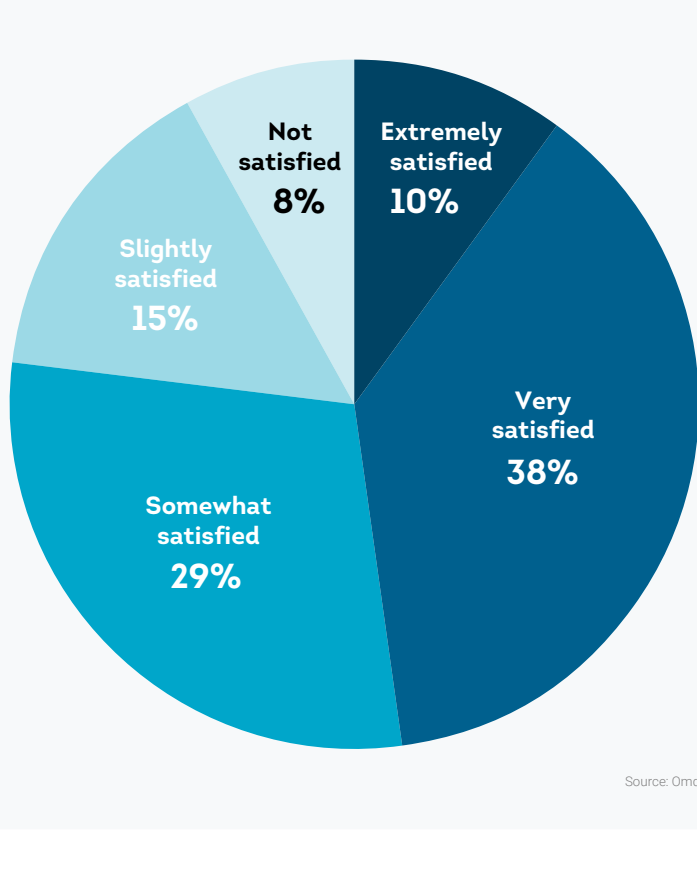
The price of blocked and mislabeled patient calls

When calls don't get through, it negatively affects operational costs and call volumes – ultimately impacting revenue and patient satisfaction.

79%

estimated over 20% of their calls had been blocked six months ago

How satisfied are you with your organization's capabilities in preventing outbound calls from being blocked or flagged as spam?

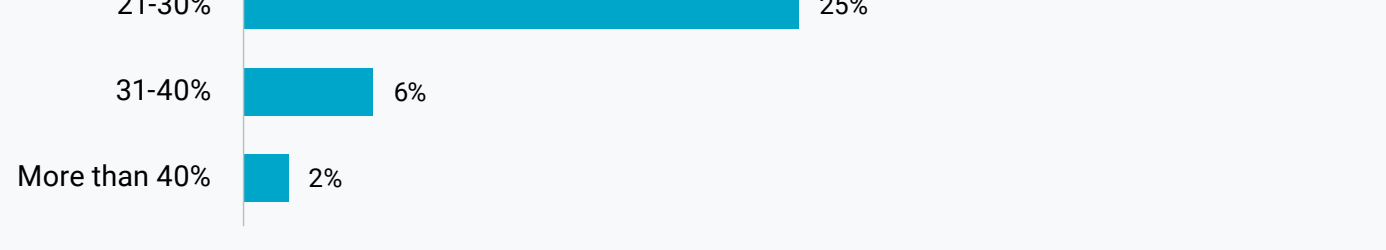


Impacts of Mistagged and Blocked Calls on Healthcare Organizations

- Increased costs **60%**
- Reduced customer satisfaction **58%**
- Reduced answer rates **58%**
- Increased call volumes **52%**
- Loss of sales/revenue **52%**



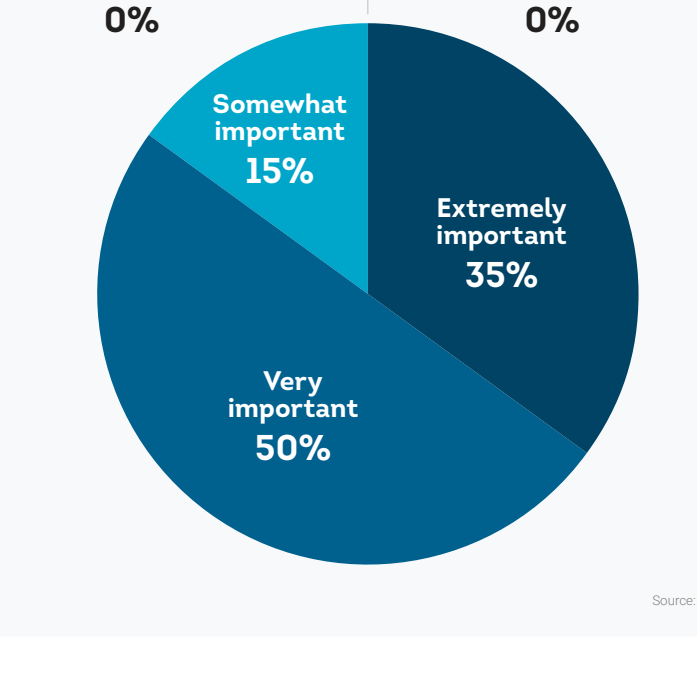
Percentage of revenue lost due to call blocking/mistagging in the past six months



Blocked and spoofed calls impede patient satisfaction

Patients are still wary of answering calls from unknown callers due to robocalls, scams and fraud, but nearly all providers said the call experience is important to brand perception.

Importance of customers' call experience in overall brand perception



52%

said they were not fully satisfied with their capabilities to prevent outbound calls from being blocked or flagged as spam

Outcomes that will most improve patients' overall call experiences

- 40%** Improve quality of customer service on calls
- 21%** Reduce scam calls by bad actors
- 21%** Reduce call spoofing
- 17%** Increase call answer rates



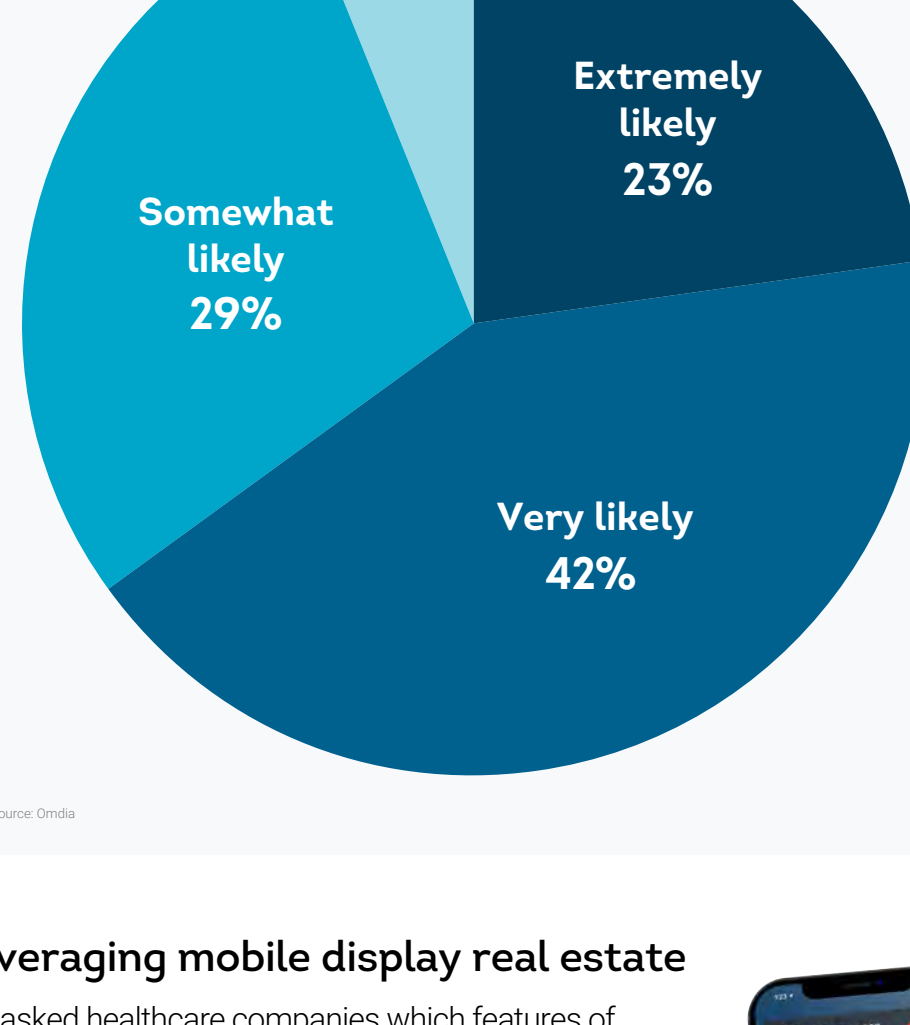
Branded Call Display: Improve outbound communications

68%

said they definitely or probably need branded calling

Providers said adding context, such as caller name and a logo, to the mobile device display improves patient engagement and protects their brands.

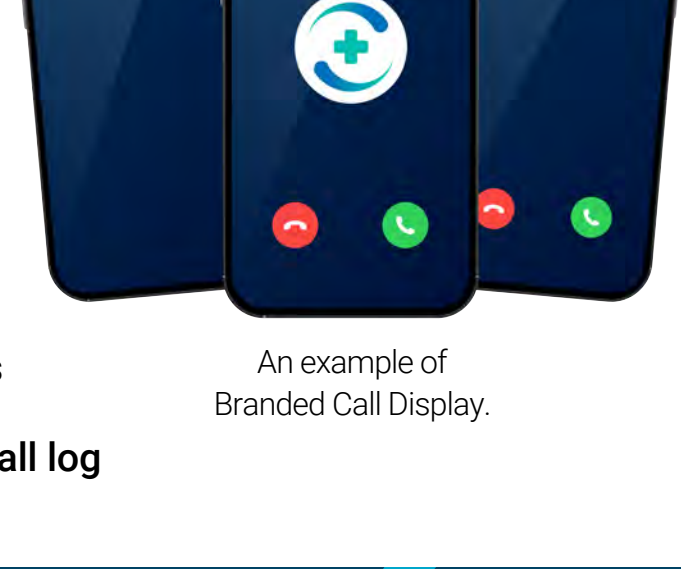
Likelihood branded calling could improve answer rates



Leveraging mobile display real estate

We asked healthcare companies which features of branded calling were the most important and had them rank their answers. The top-ranked features included adding the following to the mobile display:

- 77%** Logo or a photo
- 74%** Company name
- 56%** Reason for the call
- 53%** Authenticates own outbound calls
- 40%** Leaves enhanced information in call log



An example of Branded Call Display.

How TransUnion can help

TransUnion offers a suite of TruContact™ Trusted Call Solutions, powered by Neustar®, that helps organizations orchestrate an outbound communications strategy that can help improve operational efficiency, enhance the patient experience, and increase revenue.

[Learn more about TruContact Branded Call Display.](#)
[View the full report here.](#)
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