

# Access Center Improvements Drive Revenue Retention



TELEVOX SOLUTIONS

- No-show reduction - **8.34%** (June 2015) to **7.61%** (March 2016)
- Annual retained revenue - **\$391,000** (at an avg. \$250 per appointment)



## How have they done it?

### Expansion of automated appointment reminder strategy to include higher text volume

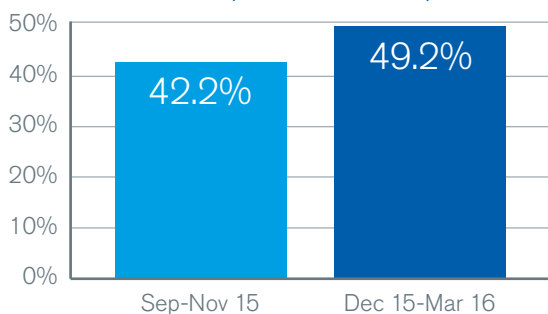
- Global opt-in for text increased **overall** response rate (confirming or cancelling appointment).

**WHY?** In December 2015, Henry Ford made the decision to opt in any patient who provided a mobile number. This grew text reminder volume by 600%. Avg. overall response rate since global opt-in – 49.2% (Dec 15 – Mar 16) compares favorably to previous 42.2% affirmation rate.

- Shift of more patients to text increased response rate **among voice calls** from 40.8% to 45.6%.

**WHY?** Greater percentage of patients who receive phone calls actually prefer that channel and are more likely to respond.

Overall Response Rate Comparison



### Access center modernization

- IVR solution creates a single “front door” for patients calling for directions or other appointment-related information. Informal focus group data estimates that 90% of appointment cancellations come from unanswered questions.
- Self-service functionality provides an effortless patient experience and minimizes potential call abandonment.

### Results

- 90%** authentication of Tier 1 calls
- 30%** reduction in calls to 800 numbers
- Only **13%** of Tier 1 calls transfer due to inability to self-service.

“West allows our patients to call in and use their voice to direct them to any service they want. This cuts down on call volume for our contact center and increases patient satisfaction.”

Cyndy Orrys,  
Director – Contact Center

