



TAKING A CLOSER LOOK:

5 INSIGHTFUL HEALTHCARE PHONE TRENDS FROM 2022

DATA STUDY

The data is in, and the numbers don't lie.

Call Box analyzed hundreds of thousands of phone calls across our healthcare partners from 2019 to 2022. In doing so, we're now able to share detailed metrics and insightful trends to help you and your staff discern what happened on the phones in 2022 to best prepare you in 2023.



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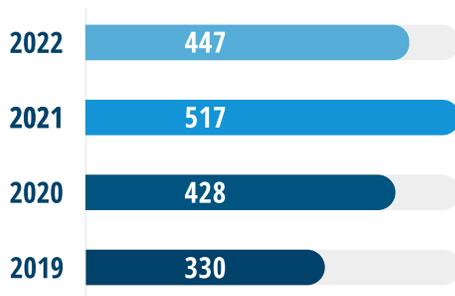
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TREND 5
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Trends**

01

INBOUND CALL
VOLUME TRENDS

The average call volume in 2022 per practice location was 447 phone calls per month. By comparison, in 2019, the average call volume per practice location was 330 calls per month. In 2020, the average call volume per practice location was 428 calls per month. In 2021, the average call volume per practice location was 517 calls per month.



In 2020, many practices were closed for certain periods of time or limited in procedures offered due to COVID-19, causing call volume to dip. However, upon reopening, practices experienced an influx of calls and new safety protocols were in place, many of which required patients to call from their car upon arrival at an office. In 2021, that influx of calls continued to grow as even

more patients called in for procedures they held off on and COVID-19 protocols continued. Despite leveling off in 2022, we're still seeing heightened call volume compared to pre-COVID years.

In 2022, the top three months with the highest call volume were March (497 calls), June (471 calls), and May (458 calls). The three months with the lowest call volume were February (426), July (424), and December (417). Deductibles reset in the new year, so February is historically a low month for call volume – it also has the fewest calendar days. With December being the peak holiday season, booking appointments may not be top of mind during that time.

The days of the week with the highest number of calls were Monday, Tuesday, and Wednesday. The top hours of the day were 10:00 AM, 11:00 AM, and 9:00 AM. Ensuring proper coverage of the phones for these days and times helps ensure more patients are connecting with staff and improves the number of appointment opportunities. Additionally, being aware of peak days and times patients call in can help practice managers schedule staff appropriately so the phones are sufficiently covered.

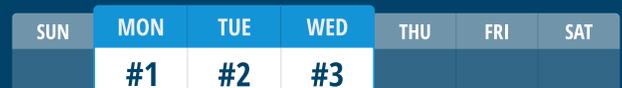
TOP 3 MONTHS WITH THE HIGHEST CALL VOLUME



TOP 3 MONTHS WITH THE LOWEST CALL VOLUME



TOP 3 DAYS OF THE WEEK FOR CALL VOLUME



TOP 3 HOURS OF THE DAY FOR CALL VOLUME



02

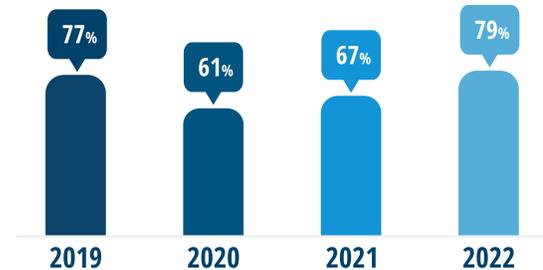
INBOUND CALL
CONNECTION TRENDS

Patients who get ear-to-ear with a staff member who can help qualify as *connected calls*. In 2022, 79% of phone calls were connected to someone who can help, on average. Looking back at past years, this is the highest connection rate since 2019 (77%). This also shows a steady incline compared to 2020 (61%) and 2021 (67%). This improvement reveals more patients are getting in touch with staff to assist them with their questions and increases appointment opportunities.

What about the calls that did NOT connect?

The top reason why patients did not connect with practice staff was that the patient hung up while waiting on hold (31%). This percentage has increased sharply throughout the years from 14% in 2019, 13% in 2020, and 22% in 2021. The average hold time in 2022 was 2 minutes and 23 seconds, which is the lowest it has been in the last three years. Regardless, people generally lack patience, want immediate help, and are not willing to stay on the phone waiting on hold. Continuing to reduce hold times with more efficient call routing and phone handling processes can help mitigate patients hanging up on hold.

CALL CONNECTION TRENDS



The days of the week with the lowest call connection performance were Friday, Saturday, and Sunday. The hours of the day with the lowest call connection performance were 5:00 AM, 6:00 AM, and 8:00 PM. Since these times occur typically when practices are closed or limited in staff, implementing proper follow-up processes such as scheduled times to call these patients back can help ensure missed opportunities are not lost. Look at your own call connection metrics during these days and times. If enough calls are occurring, consider alternative solutions such as a call center, answering service, on-call staff member, or opening one weekend a month to improve call connection performance.

TOP 3 DAYS OF THE WEEK WITH THE LOWEST CALL CONNECTION

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----|-----|-----|
| #3 | | | | | #1 | #2 |

TOP 3 HOURS OF THE WEEK WITH THE LOWEST CALL CONNECTION



#1 5:00 AM



#2 6:00 AM



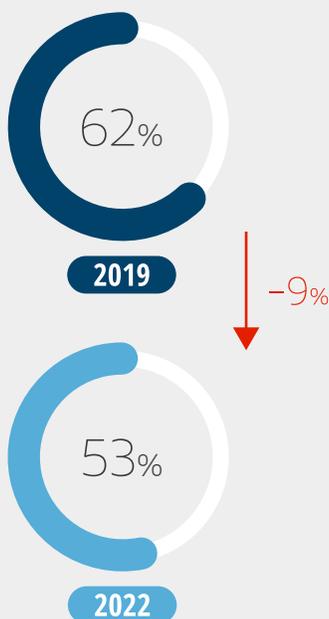
#3 8:00 PM



03 APPOINTMENT SCHEDULING TRENDS

In 2022, 53% of new patients who called a practice inquiring about an appointment were scheduled for a practice visit. This percentage has declined about 9% since 2019. For existing patient opportunities, the average rate for scheduling an appointment in 2022 was 75%, maintaining a consistent rate since 2019:

NEW PATIENT APPTS HAVE DECLINED SINCE 2019



The top reason an appointment was not booked in 2022 was that the service requested by the patient was not available at the practice (32%). In these instances, offer a consultation to ensure the proper procedure or treatment is being pursued or refer the patient to a partner office that provides the service requested. The second most common reason why appointment opportunities did not convert was a calendar objection at 24%. Utilizing a waiting list could improve scheduling rates and lower the chances of a calendar issue being a top obstacle in booking an appointment.

Lastly, it's important to know when appointment opportunities call in so your practice can take advantage of the highest quality opportunities to convert to booked appointments. In 2022, the top three days when appointment opportunities occurred were Monday, Tuesday, and Wednesday. This reveals that not only are these days important for coverage from a traffic standpoint, but also that these are the days with the highest call quality of patients calling in.

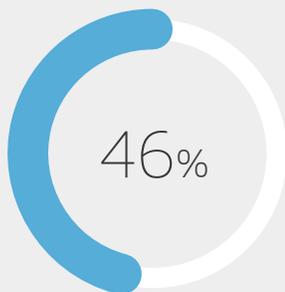
TOP 3 DAYS OF THE WEEK FOR APPOINTMENT OPPORTUNITIES

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----|-----|-----|
| | #1 | #2 | #3 | | | |

04 MAIN LINE TRENDS

As opposed to a main line, tracking lines are unique phone numbers that are placed across various sources where your main practice line would otherwise be used. This could include digital marketing sources (social media, Google, website, etc.), traditional marketing sources (print ads, mailers, business cards, etc.), or specific workflow numbers (referrals, call-back numbers, etc.). Tracking phone lines helps your practice close the data gap between you and your patients' behaviors.

When compared to all other tracking lines, 46% of phone calls in 2022 came in on a practice's main phone number. This means that nearly half of the calls coming in occur on a practice's main line, rather than tracking lines used for various marketing sources. Further to this, nearly 37% of appointment opportunities came in on main lines versus all other phone numbers. Based on call traffic and the type of call request, the main line contains a large quantity, along with high-quality, phone calls. It's important for practices to track their main phone number for monitoring specific campaigns, first-time callers, and for recording phone calls to review patient experience, lead quality, and lead classification.



46% of phone calls in 2022 came in on a practice's main phone number!



INCREASES IN CALL VOLUME FOLLOWING HOLIDAY WEEKENDS



An average Tuesday has 17 calls.

05 HOLIDAY WEEKEND TRENDS

There were noticeable trends that stood out regarding holiday weekends in 2022. For example, the average call volume on Tuesdays in 2022 was about 17 calls per day per practice. Following holiday weekends, however, practices saw significant increases in call volume. On the Tuesday after July 4th, the average call volume per practice was 29 calls. The Tuesday after Labor Day, the average call volume per practice was 30 calls. Lastly, on the Tuesday after Memorial Day, the average call volume per practice was 31 calls. Practice managers can use these insights to ensure staff members are prepared to handle a higher-than-average call volume after holiday weekends. This will help increase connection rates on these high call volume days.

Overall, 2022 revealed multiple trends practices can use in order to be more efficient and effective on the phones. Opportunities are out there to capture more patients. By evaluating and comparing your own office's connection rates, appointment booking rates, peak days and times, means of phone line tracking, and post-holiday phone performance, 2023 can become your best year so far.

LEARN MORE

To learn more about how Call Box is helping our practice partners Own the Phone to improve patient experience, increase scheduled appointments, and boost revenue, visit callbox.com.

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CALL 833-731-2535