



# WEBINAR WORKBOOK

**THE TOP 5 PHONE TRENDS OF 2020:  
HOW DOES YOUR PRACTICE STACK UP?**

# WEBINAR WORKBOOK

As you watch Call Box's webinar hosted by Corey Johnson and Katie Tinkle—*The Top 5 Phone Trends of 2020: How Does Your Practice Stack Up?*—fill out this accompanying workbook. The workbook presents questions about the topics covered, allows you to relate key concepts to your own organization, and assesses where your practice stands on pivotal phone metrics.

## QUESTION 1

List the 5 forces discussed in the webinar that are driving an increased emphasis on the phone:

1

2

3

4

5

## QUESTION 2

One reason for an increased emphasis on the phone is reduced marketing and operational spend. This requires more outbound calls to patients and a more proactive approach to booking appointments.

☐ True

☐ False

## QUESTION 3

Thinking about your own practice, which driving force do you feel is making the phone more critical to your office than ever? Why?

**QUESTION 4**

List the top five phone trends of 2020 discussed in the webinar:

**1****2****3****4****5****QUESTION 5**

Fill in the blanks:

- In 2019, average call connection performance was \_\_\_\_\_ %
- In 2020, average call connection performance was \_\_\_\_\_ %

**QUESTION 6**

Fill in the blanks:

- Between 2019 and 2020, average **inbound** call volume has increased by \_\_\_\_\_ %
- Between 2019 and 2020, average **outbound** call volume has increased by \_\_\_\_\_ %

**QUESTION 7**

Has your practice experienced a noticeable increase in inbound call traffic this year compared to last year? If so, what tactics have you implemented to better manage your current call volume?

**QUESTION 8**

Fill in the blanks:

- The hour of the day receiving the most patient calls in 2019 and 2020 is \_\_\_\_\_.
- The day of the week receiving the most patient calls in 2019 and 2020 is \_\_\_\_\_.

**QUESTION 9**

Do you feel like your practice mirrors the industry with peak hours of the day and days of the week for receiving the most phone calls?

☐

Yes

☐

No

**QUESTION 10**

What is the number one reason listed in the webinar why patients do not get booked for an appointment? Do you feel like that is also the top reason your practice's patients do not convert into appointments?

**QUESTION 11**

What are the seven phone trends to watch in 2021 mentioned in the webinar?

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**2**

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**3**

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**4**

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**5**

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**6**

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**7**

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**QUESTION 12**

Of the seven phone trends to watch in 2021, which do you think will have the greatest impact on your practice?

Thanks for completing the complementary workbook for Call Box's webinar—*The Top 5 Phone Trends of 2020: How Does Your Practice Stack Up?* If you watched the webinar and completed this workbook, email [content@callbox.com](mailto:content@callbox.com) to schedule a call to review your responses with a Call Box Specialist. After completing the conversation, you'll receive a **\$50 Amazon.com gift card!**\*

\* Must be a decision-maker. One gift card will be offered per practice. Restrictions apply, see [Amazon.com/GC-legal](https://www.amazon.com/GC-legal).