Call Box

BENEFITS OF A

PHONE BRIDGE

A bridge is a pre-recorded phone menu that allows patients to select where they want their calls to be routed and immediately directs their calls to the right area within your practice.

For example: "Thank you for calling ABC Health. New patients, press 1. Existing patients, press 2..."

That's a bridge.

TRUE OPPORTUNITY TRANSPARENCY

- Saves time by automatically sorting the calls that matter to you the most.
- Eliminates unnecessary / spam calls.
- Efficiently routes new patient callers for scheduling.
- Sorts call traffic to distinguish the amount of calls for each extension line.

DETAILED REPORTING

- More accurate reporting by reflecting only true appointment opportunities.
- Gain insight into each office's true call connection performance.
- Provides clear reporting for a solid benchmark to maintain or improve on.

SPAM PROTECTION

- Significantly reduces robocalls from connecting to a live person.

  *Although live spam calls can still connect, they are very rare.
- Automatically marks calls stranded on the bridge as spam.
- Filters spam calls from Call Box reporting so they do not affect totals or congest reports and search functions.

CONNECTION TIME

- Improves average connection time by 12-15 seconds, according to Call Box data studies.
- Connects patients efficiently to qualified agents.
- Reduces excessive transfers or hold times.

5 BEST PRACTICES

FOR BRIDGES

Call Box offers customizable bridges to be placed on any Call Box tracking line. When creating a bridge, however, it's important to keep these best practices in mind:

1

LIMIT YOUR MENU OPTIONS AND KEEP YOUR GREETING SHORT.

Most patients calling your practice will want to get in touch with the right party as quickly as possible. There's no need for an extensive greeting or long list of selections to choose from. Keep your message short and to the point, for example: *"Thank you for calling ABC Health."* Similarly, limit your menu options to no more than four selections; these should only be the most practical options to get patients routed to their desired location.

2

DIRECT YOUR MENU OPTIONS TO DIFFERENT AREAS OF YOUR PRACTICE.

One of the most common mistakes practices make when building a bridge is routing all of their menu options to one area of the office. Instead, ensure each selection on your bridge is routing to a specific area of your office that is uniquely equipped to handle such calls. For example, direct new patient callers to more senior members of your scheduling team, and direct billing questions to your back office.

3

INCLUDE A MENU OPTION FOR YOUR VIRTUAL/PARKING LOT WAITING ROOM.

Many practices are currently overwhelmed with patient callers who are waiting for their appointments in their cars or a "virtual" waiting area. This causes phone lines to become congested and patients calling to schedule new appointments to experience long holds or busy signals. To alleviate this congestion, dedicate one menu option for patient arrivals; this option can route to dedicated staff members and leave your scheduling team open to handle new appointments.

4   INCLUDE A MENU OPTION TO LEAVE A VOICEMAIL FOR NON-EMERGENCY NEEDS.

Another recommendation to alleviate congested phone lines is to have an option on your bridge for patients to leave a voicemail for non-emergency needs such as billing inquiries or insurance questions. You can even request that patients state the best time for a call-back to ensure you'll be able to get back in touch with them.

5   ORDER YOUR MENU OPTIONS IN THE MOST EFFECTIVE SEQUENCE.

It's important to list your bridge menu options in the most effective order for patients to get connected to their desired party. This typically means listing the most popular or most important options first. If you do not have a separate area of your office or specific location to route billing inquiries, Call Box recommends the following order:

- **Option 1:** Patient Arrivals Waiting in a "Virtual" Waiting Room
- **Option 2:** New Patients
- **Option 3:** Existing Patients/All Other Callers
- **Option 4:** Voicemail Option for Billing, Insurance, and Non-Emergency Needs

However, if your office has a separate area to route billing calls, Call Box recommends:

- **Option 1:** Patient Arrivals Waiting in a "Virtual" Waiting Room
- **Option 2:** Patients Looking to Schedule an Appointment
- **Option 3:** Billing Inquiries
- **Option 4:** All Other Calls

Call Box typically does not recommend using a "0" or Operator option on your bridge as you will receive no information about callers who select that option or know where to route them. Instead, Call Box recommends repeating the bridge greeting for anyone who selects "0" when calling.

REQUEST TO SET UP A BRIDGE TODAY!
IT'S INCLUDED IN ALL CALL BOX PACKAGES.

Using a bridge improves the patient experience and enhances your connection rates.