



THE SIGNIFICANCE OF

HUMAN-PROVEN REVIEWS

When calling a practice to book an appointment, how often do patients actually use the word "appointment" in the conversation? Turns out, not as often as you would expect.

Many practices rely on call transcriptions to identify patient appointment opportunities calls. They end up making critical operational, staffing, and marketing decisions based on the assumption that patients will say the word "appointment" on every appointment opportunity call. In reality, this happens on less than half of such calls.

To help providers capture more revenue and grow their patient base with detailed call analytics, Call Box looked at transcriptions from dozens of human-confirmed appointment opportunity calls. It turns out IBM Watson's Speech to Text engine spotted the word "appointment" on only 44.8% of the test set. **It took human reviewers to recognize the patient was calling for an appointment on the other 55.2% of calls.**

While transcription services are powerful tools, they can't replace the ability of humans to comprehend the context of patient conversations and decipher the reason for the patient's call. Whether the patient asks to "see the doctor," "schedule a visit," or "stop by the office," there are numerous ways to indicate an appointment without using the word "appointment." To ensure the highest level of call review accuracy, Call Box leverages artificially intelligent reviews that are verified by humans.

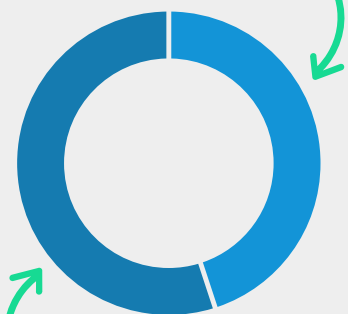
The advantages of human-proven call reviews include:

- ✓ More accurate and detailed insight into staff phone performance
- ✓ Enhanced ability to track marketing effectiveness
- ✓ Confidence to act upon call data
- ✓ Analytics to close the gap in call reporting

In order to confidently utilize and act upon call data, practices require more than transcriptions. It takes humans to comprehend the true context of a call and make a judgement on the reason for the patient calling. When only 44.8% of appointment opportunity calls actually mention the word "appointment," the power of humans when it comes to call reviews is undeniable.

44.8%

IBM Watson identified the word "appointment" on 44.8% of appointment opportunity calls



55.2%

Human reviewers recognized appointments on the other 55.2% of appointment opportunity calls