

# THE POWER OF THE FIRST PHONE CALL

*Factors that influence  
patients' likeliness to  
return to a medical practice*



## GREETING

2.2x

more likely to return if  
attendant **introduces**  
**her/himself**

HELLO!  
MY NAME  
IS MARY

1.9x

more likely to return if  
attendant **gives name**  
**of location**



1.7x

more likely to return if  
**offered assistance**  
during the greeting



## COMMUNICATION



4x

more likely to return if  
attendant **does not**  
**interrupt**



3x

more likely to return if  
attendant **asks need-**  
**defining questions**

## CLOSURE

2.2x

more likely to return if attendant  
**offers further assistance**  
at the close of the call



## APPOINTMENT ACCESS



4.4x

Less likely to return if  
**appointment is more**  
**than 2 weeks out**

4.8x

Less likely to return if **no**  
**appointment is offered**  
during the first contact

35%

SAY THEY ARE  
NOT LIKELY  
TO RETURN

FOR CARE BASED  
ON THEIR INITIAL CALL