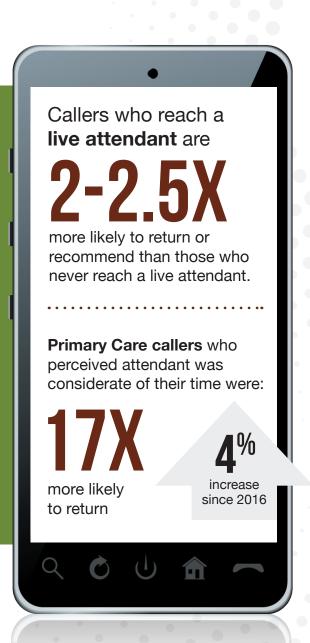
THE POWER OF THE FIRST PHONE CALL 2023

increase since 2016

OF FIRST TIME CALLERS SAY THEY ARE NOT LIKELY TO BECOME PATIENTS OR RECOMMEND THE PRACTICE BASED ON THEIR INITIAL CALL.





WHAT DRIVES LIKELIHOOD OF A FIRST-TIME **CALLER BECOMING A PATIENT?**

ARE MORE LIKELY **SPECIALTY CARE PRIMARY CARE** TO RETURN OR **CALLERS CALLERS RECOMMEND WHEN:** They perceived attendant as empathetic. They perceived attendant was friendly. (up from 3.4X pre-COVID) MORE LIKELY They were offered appointments within 2 weeks.

*Based on 13,245 phone calls to medical practices in 32 distinct markets across the United States

They perceived attendants as patient and understanding.

CALL TODAY TO FIND OUT HOW MYSTERY SHOPPING CAN SHED LIGHT ON YOUR SERVICE EXPERIENCE.

866-686-7672



Transforming the healthcare experience. Building loyalty.