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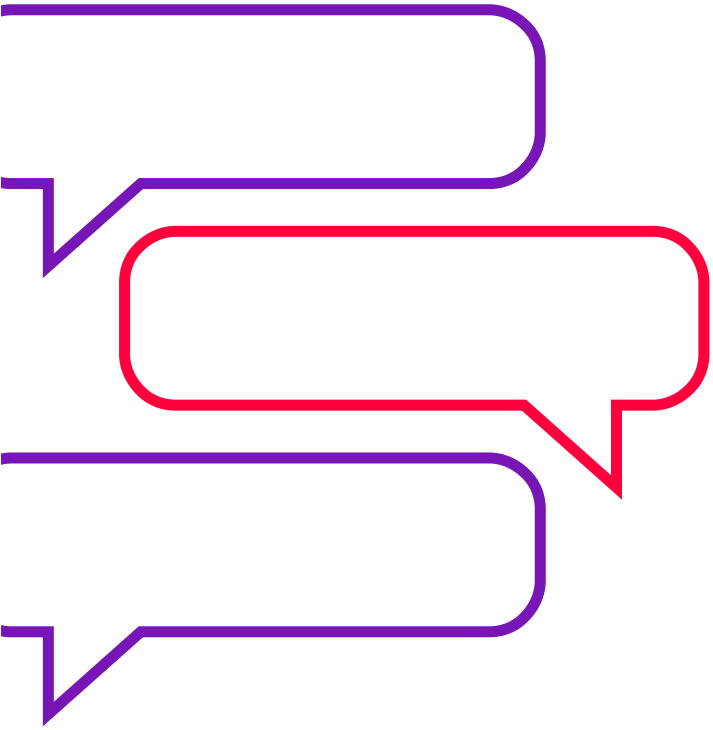
Reducing Call Volume

The Artera communication platform is helping providers across the U.S. reduce their inbound and outbound call volume by streamlining operations, improving staff efficiency, and increasing patient satisfaction.



Health systems are overwhelmed with high call volumes. Call centers spend hours on the phone each day dealing with routine administrative tasks. As a result, patients face long hold times, fail to show up for appointments, and delay care.

The Artera™ unified patient communication platform can improve inbound call volume management and complete outreach to patients more efficiently with conversational texting. It enables patient communication at scale, so organizations can reduce inbound and outbound call volume, and allow their staff to be more efficient.





High call volume means patients have to wait on hold, something no one enjoys.



Patients who don't drop off may leave voicemails that need staff to respond at a later time.



The accumulated cost of playing "phone tag" for rescheduled appointments adds up fast – especially for a large health system with numerous patients.



When forced to wait on hold, many patients will drop off or abandon trying to make contact.



Many patient service representatives spend many hours per day simply trying to get patients on the phone by placing outbound calls.



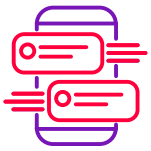
Every hour that a staff member spends handling calls is an hour they are not spending on more valuable tasks such as setting appointments, targeted outreach, slot-filling, and patient care.

7 Tips

to Reduce Call Volume

Here are seven solutions you can implement to manage high call volume effectively while improving staff efficiency.

1 Conversational Messaging



Conversational Messaging is ideal for lowering high call volume for healthcare providers. Patients will receive messages from a number they know and trust and don't have to call and be on hold for routine tasks like scheduling an appointment. In turn, staff members can respond quickly without disrupting their workflow. Conversational Messaging can drastically reduce phone tag since both patients and staff can respond when it's convenient.

2 Multilingual Language Support



Texting patients in their preferred language is key to facilitating patient communications without needing a translator to call. Artera supports over 100 different language translations, including French, German, Japanese, Mandarin, Russian, and Spanish, with additional languages to come.

3 Broadcast Messaging



Providers can quickly select up to 1,000 patients in Artera and send them all a customized message using Smart Phrases. This functionality is ideal for last-minute schedule changes, inclement weather notices, and other types of mass notifications.

4 Campaign Messaging

By uploading patient lists from any of your existing databases, a campaign can be created to send specific messaging or information to a unique group of patients. Campaigns can push text, email, or calls based upon patient preferences and/or specified modality.

5 Automated Reminders

Use automated reminders to reduce call volume by automating and scheduling repetitive outreach tasks such as appointment reminders, confirmation requests, recalls, referral workflows, follow-ups, thank you messages, and more.

6 Call-to-Text

Call-to-Text provides patients with another option to connect by integrating directly with a provider's phone system. After a patient has been on hold for a pre-set amount of time, they will be prompted to press a specific number to connect with a staff member via text instead of continuing to wait on hold.

7 AI-Enabled Conversations

AI-Enabled technology such as Artera Conversation Builder, ChatAssist AI can independently navigate common patient communication needs based on a patient's response. With technology like ChatAssist AI, organizations build multi-step conversational flows that are designed to help with common patient questions, like pre-appointment reminders or medication refills. If needed, ChatAssist AI will automatically escalate a conversation with a patient to staff personnel.

Results

Cedars-Sinai Kerlan-Jobe Institute

(formerly Santa Monica Orthopaedic & Sports Medicine Group)

Cedars-Sinai Kerlan-Jobe Institute was operating with 14 surgeons, 70 staff members, and a diverse patient population. A dated and cumbersome phone system meant that a high volume of phone calls were going to voicemail. Artera empowered the practice to answer more calls immediately, transition patients onto the two-way texting system, and improve patient satisfaction.

With Artera, overall call volume dropped by 20%.

85% of remaining calls are now answered by a live person (up from 50%).

Altura Centers for Health

An FQHC with eight locations, 50 providers, and 140,000 annual patient visits, Altura was experiencing tens of thousands of phone calls every year, and their staff couldn't process the high volume. Patients were spending too much time on hold, and satisfaction levels were falling. In using Artera, Altura found a solution that automatically synced with their EHR and most importantly, their call volume decreased while their patient satisfaction scores doubled.

With Artera, patients found the texting platform convenient, so call volume dropped by 10%.

Lower call volume has led to more staff satisfaction and less burnout.

SCL Health Medical Group
(formerly Rocky Mountain Orthopaedics)

SLC Health is a Colorado-based practice with 18 providers, 86 employees, and 40,000 patient visits per year. Between scheduling new appointments, checking out patients, and carrying out reminders and callbacks, staff were spending a majority of their time on the phone. Moreover, much of this time was inefficiently spent, with patients failing to answer calls or respond. The practice used Artera's two-way text messaging to free up staff to focus on other tasks.

With Artera, call volume has been reduced significantly.

Freed from the phones, staff have been able to focus on filling empty appointment slots.

Riverside Medical Clinic (RMC)

RMC is the largest physician-owned practice in California, with over 170 providers and 400,000 patient visits per year. Their patient service representatives were spending most of their day trying to get patients on the phone. After using Artera for bidirectional texting with their patients and sending bulk communications, RMC's largest call center decreased their call volume by 6%.

RMC saw a 33% decrease in no-shows in the first month of using WELL.

RMC's second-largest call center saw phone volume decrease by over 4%.

Eisenhower Health

Before Artera, the office staff at this not-for-profit health system in the Coachella Valley were spending as much as two hours every day on the phone performing routine administrative tasks. Artera saved the staff so much time, they were able to focus more patient-centered activities and follow-up.

Using Artera, office staff saw the time they spent on the phone per day drop from as much as two hours to as low as 15 minutes, a decrease of 88 percent.

About Artera

Artera is a SaaS digital health leader redefining patient communications. Artera is trusted by 750+ healthcare systems and federal agencies to facilitate approximately 2.2 billion messages annually, reaching 100+ million patients. The Artera platform integrates across a healthcare organization's tech stack, EHRs and third-party vendors to unify, simplify and orchestrate digital communications into the patient's preferred channel (texting, email, IVR, and webchat), in 109+ languages. The Artera impact: more efficient staff, more profitable organizations and a more harmonious patient experience.

Founded in 2015, Artera is based in Santa Barbara, California and has been named a Deloitte Technology Fast 500 company (2021, 2022, 2023), and ranked on the Inc. 5000 list of fastest-growing private companies for four consecutive years. Artera is a two-time Best in KLAS winner in Patient Outreach.

For more information, visit artera.io.

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