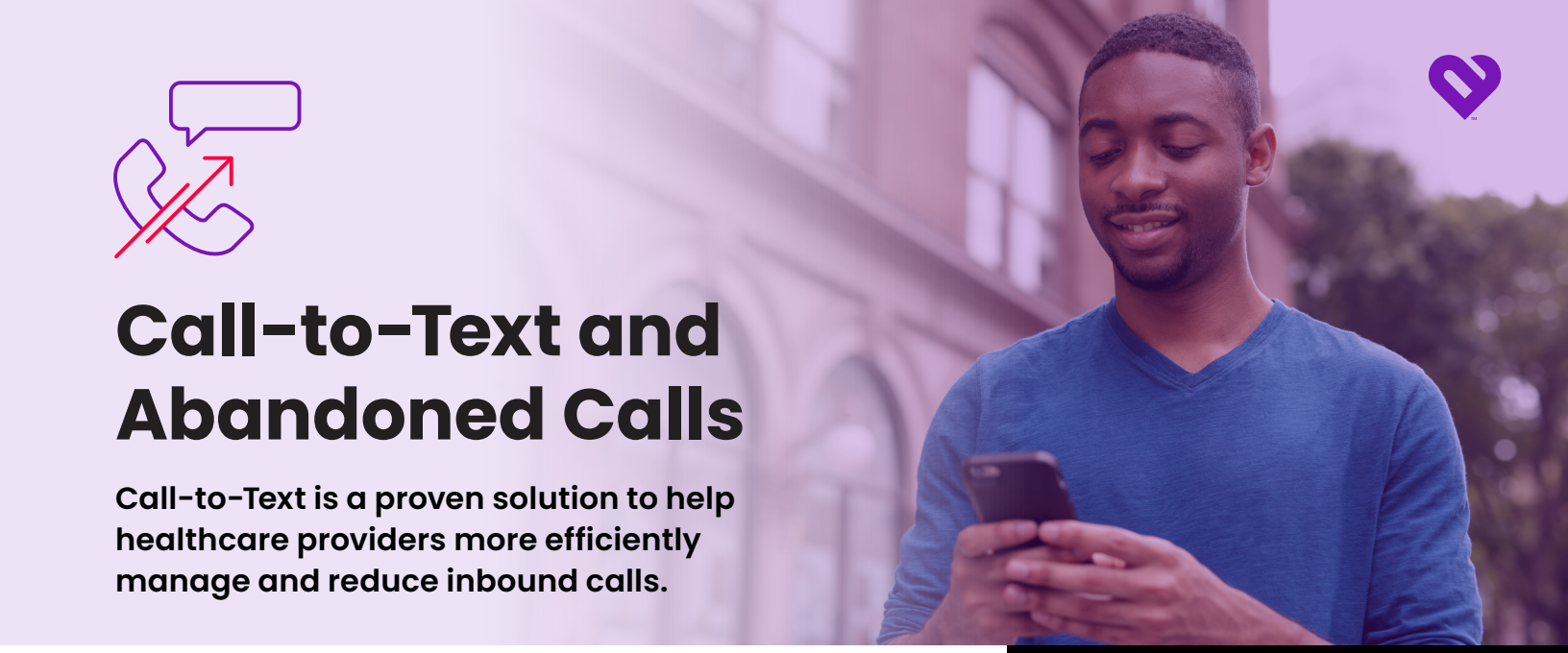


# Call-to-Text and Abandoned Calls

**Call-to-Text is a proven solution to help healthcare providers more efficiently manage and reduce inbound calls.**

## Long Wait Times, Complicated Phone Trees, and Call Abandonment

Healthcare call centers have seen significant increases in call volume and staff members are spending increasingly longer amounts of time servicing inbound calls from patients. This results in longer hold times for patients, higher abandoned call rates, and lower patient satisfaction.

## The Solution: Provide Another Option to Connect

The Artera Call-to-Text and Abandoned Calls features are now available to help healthcare call centers more efficiently manage inbound calls by integrating directly with your phone system. Used together, these features reduce hold times and minimize abandoned calls by seamlessly switching the caller to text messaging. This improves patient satisfaction by removing the burden for patients to wait on hold and allows them to engage with your staff using a more flexible, asynchronous form of communication.

**93%**
of patients text, and 98% of these text messages are opened within 3 minutes

Call-to-text integrates with many telecommunications solutions, including Cisco, Jive and Mitel. Confirm with your telecommunications VAR that that your telecommunications solution supports embedded webhooks.

ALTURA
CENTERS FOR HEALTH

**Altura Centers for Health reduced their call volume by 1,000 calls per month in the first 90 days leveraging Call-to-Text.**

*"Many of our patients work multiple jobs and don't have control over their break schedules, so they don't have the luxury of waiting."*

*"The Artera Call-to-Text feature allows patients who are short on time to switch their phone calls to text messaging, rather than wait on hold, wait for a callback, or just hang up. Moving these important health conversations to SMS/texting allows the patient to respond on their terms and on their timing, ensuring they get the care and answers they deserve from healthcare providers."*

**Arnie Reynoso**
Chief Information Officer,
Altura Centers for Health

# How it works

## Call-to-Text Use Case

**Avoid hold times and let patients switch to text**

After a patient has been on hold for a pre-set amount of time (e.g., 30 seconds, 1 minute or 2 minutes) they will be prompted to press a specific number ((e.g., 1, 2 or 3) to connect with a call center team member via text instead of continuing to wait on hold. As soon as the patient presses the specified number, the Artera sendMessage API is triggered and sends the patient a text message to engage over text. This text can be customized as needed, but the recommended language is "This is <Health System>, we apologize for the hold, how can we help?"




## Abandoned Calls Use Case

**Follow up with patients who abandoned their phone call**

When an on-hold caller hangs up or gets disconnected, the patient will automatically receive a text via Artera, attempting to recover and support the patient's needs. This text can be customized as needed, but the recommended language is "This is <Health System>. It looks like we missed your call or got disconnected. How can we help you today?"




Within one month of implementing Call-to-Text, one Artera customer experienced significant results:

**9 minute** decrease in hold times

**9%** decrease in call abandonment rate

Reach out to a Artera representative to learn more: sales@artera.io