

# Our Clients' New/Returning Patients Are NOW Encountering Answering Machines & Busy Signals TWICE as Often as 2021!

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5-24-22 *Hello!* Our company has for 4 decades made many hundreds of phone calls to our clients' main incoming phone lines each month. We tally the number of busy signals & answering machines we randomly encounter when attempting calls during the hours of 9am-5pm, Monday-

% of Lost Calls By Day	<b>Fridays</b>
Av. Other Weekdays	26.54%
18.37%	Of Weekly Lost Calls

Friday. This provides us with a (slightly imperfect) random sample INDEX of how many patients are being BLOCKED from entering your office over the phone. Recently this number has been nearly DOUBLING versus last year. Most of it occurs on Fridays...when patients still regularly call in. The problems are caused by unwise UNDERSTAFFING...as well as call forwarding or (statistically worthless) "tracing" mechanisms that commonly quietly fail. PLEASE attack this! No matter how much or what type of marketing we do, we cannot overcome these obstacles. Please investigate your office & open the flow right away! jc

Sample # of Monthly Lost Calls	<b>March 2022</b>
March '21 Lost Calls	412 Lost Calls
210	

## Ensure 100% of Your Calls Are Answered! SOLUTIONS:

1. PLEASE DON'T BE "PENNY WISE but POUND FOOLISH!" Add reception staff. The broad & general rule is one receptionist is needed per around \$50,000 monthly revenue. Without added reception staff, your doors are seen by patients as being closed. Every new & returning patient lost is on average worth \$880. Compare that to the cost of an additional front desk person!
2. Get rid of call forwarding & worthless call tracking lines. Most drop a HUGE percentage of calls...usually with no notice to you!
3. An increasing number of chrisad clients are using our new mechanism that DIGITALLY intercepts incoming calls that WOULD HAVE OTHERWISE BEEN LOST! It actually texts back the caller & guides them to a GREAT online scheduling platform. Many hundreds of patients are being scheduled that otherwise would never have been seen. Please call Lynn Bowe at 415-526-1062.