

OhMD's Virtual Phone Assistant Reduced Call Volume by 50% at Farmington Family Practice

CASE STUDY - Triageing patient phone calls using OhMD's Virtual Phone Assistant to slash phone calls by 50% at this primary care practice.

Challenges:

- Needed to improve scheduling and patient communication methods due to frustrated patients not getting the answers they needed
- Frustration with current reliance on phone calls
- Ineffective waiting due to time spent on back-and-forth phone tag
- Difficulties with leaving messages due to lack of answering machines or voicemail setup

Solutions:

- Triage phone calls through OhMD's Virtual Phone Assistant tool
- Utilize OhMD's two-way texting to reduce phone tag and improve patient communication

Results:

- A total of 12,600 calls between October and January were accounted for through OhMD's VPA tool
- ~119 calls rerouted per business day
- 40% of those calls converted to our transcribable voicemail + automated text follow up feature
- 10% of those calls converted to a text conversation

Farmington Family Practice's call volume, much like many other popular family practices, was becoming overwhelming and was impacting the desired patient experience the team was striving to deliver.

To tackle the ever-growing inbound call pressure, FFP made a game-changing move by adopting OhMD. With OhMD's Virtual Phone Assistant, they were able to provide callers with non-urgent issues a more convenient option than navigating a phone tree & waiting on hold. This allowed them to take minute long calls and turn them into seconds long texts to read and respond to. Best of all, their patients received timely responses without having to wait to speak to a staff member over the phone. A true win win!

Farmington Family Practice saw a significant reduction in call volume with OhMD. **50% of inbound calls** were handled through OhMD's Virtual Phone Assistant between October and December of 2022.

From the 6300 calls that were funneled through OhMD, 40% left a 50 second voicemail, compared to the average 4.5 minute phone call. This amounts to hours of time saved for both patient and practice over the course of a single day. This is all incredibly important context when considering [data on call center performance conducted by NIH](#) concluded that just the difference of 24 seconds can nearly double call abandonment rates by patients.

OhMD not only saved staff time, but it ensured that every single patient caller was accounted for. Farmington Family Practice's transition to OhMD was a vital step towards providing a seamless and efficient patient experience.