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## Call Abandonment Rate Cut 63% at Coastline Orthopaedics

Without adding extra staff, Coastline Orthopaedics cut its call abandonment rate by 63% and reduced patient hold times by half.

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### Challenges

- **Abandoned calls** – Patients often hung up after long hold times, which meant missed appointments and poor access to care.
- **High average wait times** – Calls were averaging more than five minutes in queue. Specialty practices often report average patient wait times of 5–10 minutes.
- **Staff overwhelmed** – Call center staff spent hours on repetitive scheduling tasks.
- **Patient frustration** – Reaching the office was sometimes challenging, with staff feeling the challenge of high call volume.

### Solutions

- **Call Deflection to Text** – Patients calling the practice were offered the option to switch to text instead of waiting on hold.
- **Custom Automated Text Workflows** – Patients texting in looking for appointments, refills and other common requests were able to have fully automated conversations.
- **Two-Way HIPAA-Compliant Texting + Broadcast Messaging** – Staff could manage incoming requests, triage conversations to the right team, and reach patients quickly with broadcast updates.

### Results

- **Abandoned Calls dropped** from 333 to 123 (–63%) in one month.
- **Average hold time fell** from about 3 minutes to 1.5 minutes – a 46% improvement.
- **More calls were answered** by staff with a more efficient communication system.
- **Response times improved** dramatically, with over 50% responded to in under one minute, and nearly 90% answered within 30 minutes.
- **Thousands of patients opted for texts** immediately instead of waiting on hold.

