

## Help Patients Answer Your Calls Again

*Increase connections with patients, healthcare providers, insurers, & network partners*

Trust in Caller ID is at record lows due to the dramatic rise in robocalls, phone scams, and calling number spoofing. Most people are reluctant to answer calls from unidentified numbers, especially if the calling number is labeled as a potential fraud/spam call. The result? Roughly nine (9) out of ten (10) outbound calls from businesses to their customers are not being answered. At best, these missed connections can disrupt business operations and patient care services. At worst, the inability to urgently reach patients and healthcare providers over the phone can lead to tragic outcomes.

### Outbound Call Trust Challenges

- 87% of business calls go unanswered
- Spoofed calls damage corporate reputation and lead to fraud / spam labeling
- Lower answer rates increase costs and negatively impact patient outcomes
- Call branding without spoofing protection can decrease answer rates & destroy reputation

## Call Trust & Answer Rate Impacts on Healthcare

Healthcare delivery involves constant coordination between providers, partners and patients. Much of this coordination is conducted over the phone. The dramatic decrease in call answer rates over the past few years has presented huge challenges and had big impacts on healthcare delivery and patient satisfaction levels, along with corporate efficiency, cost controls and revenues.

Example call answer rate use cases in the healthcare industry include:

#### Patients

Emergency & routine patient care

#### Tests

Test results, including urgent and critical

#### Scheduling

Appointment scheduling & confirmations

#### Prescriptions

Prescription fulfillment & coordination

#### Billing

Billing & collections activities

#### Insurance

Insurance coverage & processing

#### Partners

Healthcare network partner coordination

#### Physicians

Emergency & attending physician contact

#### Follow-up

Care, appointment, & surgical follow-up



### Healthcare Impact Study A

SecureLogix recently began work for a large hospital with a specialization in cancer diagnosis and treatment.

One of the unique patient care challenges the hospital is facing is the timely scheduling and confirmation of cancer patient chemotherapy procedures over the phone.

Patients are often not answering these critical calls because the calls were from numbers they did not recognize or were labeled “potential spam.” These procedures require the hospital to prepare specific medications the day before the patient visit. When appointments are missed, the medication must be discarded. A single missed appointment results in thousands of dollars of wasted medication.

SecureLogix services are restoring the reputational health of their corporate calling numbers and removing all existing fraud / spam labels on calls to patients through call spoofing protection and answer rate services. This will dramatically improve the hospital’s ability to avoid the cost of wasted medication, provide critical care services in a timely and efficient manner, and support the best possible health outcomes for their patients.



### Healthcare Impact Study B

In late 2022, SecureLogix began delivering call branding services for a multi-state, 5 million+ member healthcare organization. Like many healthcare providers, this organization was struggling with call answer rates in calls to patients, doctors, insurance companies and partner providers. Appointment scheduling and test result reporting and follow-up had become very inefficient processes as a result of patients not answering their calls.

They were also struggling with calls from their corporate numbers being labeled spam or fraud. Fraudsters like to spoof Healthcare industry #s because they are generally more highly-valued numbers that people are more likely to answer. As a result, phone number spoofing in the Healthcare market is common, as fraudsters target patient records & personal information with social engineering fraud attempts over spoofed calls.

Call branding, reputation management and spoofing protection services from SecureLogix have restored trust in their phone calls, enabling this healthcare provider to increase their call answer rates and phone interactions by 38.6%. This customer is now experiencing greater efficiency, lower costs, expanded revenues, and higher satisfaction levels among patients, doctors and employees.

## Increase Your Call Answer Rates by 40% Or More

Outbound Call Trust Services from SecureLogix can increase your call answer rates by 40% or more while protecting your calling numbers and brand from spoofing and spam / fraud mislabeling.

### SecureLogix® Outbound Call Trust Services:

- **Contact™**  
*Call Branding Service*
- **TrueCall™**  
*Spoofing Protection Service*
- **Reputation Defense™**  
*Call Number Management Service*

These services restore customer trust in your calls, resulting in increased revenue, lower operational costs, improved agent productivity, and higher customer satisfaction and corporate reputation.

### Key SecureLogix Benefits

- 40% average increase in call answer rates
- Remove call fraud / spam labels
- Full protection of corporate & calling # reputation
- Broad coverage across wireless devices
- Full call branding display capabilities
- Industry-leading call spoofing protection
- Full reporting, analytics & support from industry's most experienced Call Security & Trust specialists
- Secure branding integration with SecureLogix inbound security & authentication solution

