

## **Oral Surgery Practice Improves the Patient Experience with CallFinder:** *Cloud-based Speech Analytics Technology Uncovers Employee Coaching and Scripting Opportunities*

### **CLIENT PROFILE:**

North Jersey Oral Surgery

- A team of oral surgeons diagnose and treat a wide range of problems including facial pain, injuries and fractures. They perform oral and maxillofacial procedures including dental implant surgery, wisdom tooth removal and corrective jaw surgery, and also offer cosmetic facial surgery procedures.
- Practice Manager, Vidya Sartorius

Call Volume and Handling:

- 2,000+ inbound phone calls each month
- 7 patient care coordinators handle the incoming calls

### **BACKGROUND/CHALLENGE:**

North Jersey Oral Surgery (NJOS) was not recording calls prior to implementing CallFinder. The practice manager and doctors had no efficient method to assess how well the patient coordinators were handling calls, and if they were following the script that had been carefully crafted to meet a variety of patient scenarios. These assessment gaps meant that the practice lacked data and metrics to reference when evaluating employee performance and the experience of their patients.

### **STRATEGY:**

As a work around to having a call recording solution, the practice manager would listen in on calls that the coordinators had with patients. However, she was not able to do so consistently because of the significant time requirements of this method. According to Vidya, “Occasionally I would listen in while a patient care coordinator would be on the phone with a patient, in order to gauge the nature and success of the call, as well as evaluate how the employee was handling the call. Making sure staff is compliant with practice guidelines, and the questions they need to ask in order to qualify patients, is critical to the reputation and success of the practice.”

After learning about CallFinder, the practice implemented the cloud-based call recording and speech analytics solution. They worked closely with CallFinder Account Managers to define their business objectives and build searches around three specific key performance indicators.

## KEY OBJECTIVES:

1. Monitor script compliance of the patient care coordinators
2. Leverage best practices and bad practices to retrain and coach employees
  - a. Pointing patients to complete pre-appointment paperwork online
  - b. Concluding every call with a “thank you”
3. Gauge success rates at setting appointments on the phone

## RESULTS:

### Script Compliance Monitoring, Training and Coaching

NJOS now uses CallFinder to record and analyze all incoming calls to monitor the compliance of both their own employees, as well the external after-hours answering service that fields patient calls. By creating searches that are specific to elements of the script, they can use CallFinder to analyze and identify best practices, bad practices, train new employees, and re-train existing employees who may deviate from the script.

According to Vidya, “After reviewing the call recordings, we identified scenarios where several employees were not directing patients to complete the online registration forms, prior to their appointments. We were able to retrain and rescript so that they were sure to hit this point of the script, and we are saving the practice time, and just as importantly, saving our patients time.”

Additionally, Vidya was able to identify the specific employees that required further script training by using the Employee Codes feature within CallFinder, which enables the patient coordinators to tag the calls they handle with a unique three-digit code. The practice manager can then pull reports by Employee Code, listen to that specific employee’s calls for evaluation, and schedule retraining sessions customized for each employee.

As a result of implementing a speech analytics solution from CallFinder, NJOS has “improved training programs, improved script compliance, and we are better able to train employees to handle and address insurance-related questions. Our patient care coordinators have also gotten better at their ‘closing the call skills’ with saying thank you, which is very important to the overall customer relationship that we work to develop.”

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**~ Vidya Sartorius  
Practice Manager**

### *Future Initiatives for NJOS and CallFinder*

During the discovery process, when NJOS was working with the CallFinder Specialists, searches were built to categorize calls according to the subject of insurance as part of their script compliance initiative. When these calls were examined, trends emerged revealing that the way their patient coordinators handled insurance discussions directly affected the appointment scheduling rates. North Jersey Oral Surgery is now taking efforts to further analyze how those calls are handled, which will help them discover best practices for addressing insurance-related questions within the call script so they can increase their appointment conversion metrics.

### *CallFinder's On-boarding and Customer Training*

According to Vidya, who is managing a large patient practice in a major metro market, the process of implementing CallFinder's recording and speech analytics solution was simple. "Because the solution is cloud-based, we did not have to take on the management of IT equipment and software, which would have been out of the question for us."

She further explains that the training and support that NJOS received from the speech analytics specialists at CallFinder was "very instrumental in setting up search criteria based on analysis of our calls for relevant keywords and phrases. The CallFinder team worked closely with us to seamlessly process our existing phone lines through their telecom platform to record the calls, to develop our objectives, and to create successful search outcomes that provide us with the data we need to affect change in the practice for a better patient experience."

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## **ABOUT CALLFINDER:**

CallFinder® is an innovative call recording and speech analytics application that allows businesses to easily record and analyze customer conversations to generate more business, retain customers, work more effectively and gather critical business intelligence. This powerful service finds specific spoken phrases within call recordings in real-time, and identifies and categorizes calls that cover business challenges such as customer satisfaction, workforce training, business and competitive intelligence, marketing effectiveness, script compliance, dispute resolution, and more. To learn more about CallFinder, and the power of this unique speech-analytics service, call **1-800-639-1700**.