



A fresh take on an answering service



# A Visionary Approach to Patient Care & Profitability

Clear Sight to Growth Through Exceptional Service and Operational Excellence

## CASE STUDY

At KlickWorks, we know exceptional patient care and business success go hand in hand. That's why we've dedicated ourselves to providing reliable, cost-effective, and personalized medical answering services and back-office support that streamline your operations and enhances the patient experience with every interaction.

Curious how our American Vision Group program achieved the following results? Read on to discover the strategies that brought these impressive outcomes into focus!

- ↑ **24.5% increase**  
in appointment volume
- ↑ **20% boost**  
in live calls answered
- ↑ **17% improvement**  
in service level
- ↓ **11% reduction in**  
weekly abandonment rates



## SITUATION

American Vision Group (AVG), a national eye care services network, has established itself as a leader in delivering comprehensive medical and surgical eye care services. With a commitment to providing exceptional patient care, the organization developed a reputation for delivering extraordinary service and in turn has experienced rapid growth.

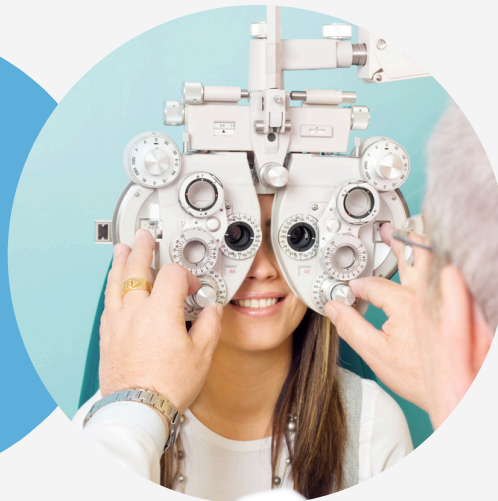
As the company's reputation grew, so did the demand for its services, resulting in a significant increase in call volume from current and new patients across its multiple locations. Because of the rapid expansion, AVG faced the challenge of effectively managing the surging call volume while maintaining the high standards of service excellence they were known for.

# SOLUTION

Knowing how crucial it is to respond to patient inquiries promptly, AVG forged a strategic partnership with KlickWorks who provided a **tailored solution** that encompassed a multifaceted approach.

We instituted before and after-hours **live call answering**, ensuring that patient inquiries were attended to promptly, bookending the office's operating hours. Our live overflow call service was utilized to tackle spikes in call volume during the day, minimizing the risk of abandonment and bolstering overall patient satisfaction. This also allowed AVG front desk staff to give their focus to onsite patients without distractions.

Our system was seamlessly integrated with the **patient management systems** already utilized by the AVG offices. This integration facilitated streamlined scheduling, rescheduling, and call routing, empowering efficient coordination and communication across multiple locations.



Our receptionists underwent **comprehensive training** to serve as the virtual face of American Vision Group's offices. Equipped with thorough knowledge about the various locations and services offered, they delivered a personalized and professional experience to every caller.

Adhering to stringent **HIPAA compliance** standards, our team ensured the confidentiality and security of patient information. They were adept at recognizing and escalating queries requiring specialized attention and our systems safeguarded patient privacy and maintained regulatory compliance.

Complementing our service offerings was a robust reporting mechanism, providing American Vision Group with **comprehensive insights** into call metrics, performance trends, and actionable data to drive operational efficiencies and enhance patient experiences.



# RESULTS

Within the first three months of the program implementation, American Vision Group saw measurable improvement.

11%

An 11% reduction in the weekly abandonment rate underscored our ability to promptly address patient inquiries, mitigating frustration and ensuring a more positive patient experience.

20%

An impressive 20% increase in live calls answered highlighted the effectiveness of our live overflow call service, enhancing accessibility and capturing more new patient inquiries.

17%

A substantial 17% increase in service level reflected our unwavering commitment to delivering exceptional patient care, fostering trust and loyalty among patients and stakeholders alike.

24.5%

A remarkable 24.5% increase in appointment volume compared to the same time period the previous year demonstrated the significant impact of our strategies in driving patient engagement and optimizing appointment scheduling.

American Vision Group experienced a tangible enhancement in operational efficiencies. The streamlining of call handling processes, coupled with the utilization of advanced reporting mechanisms, enabled the organization to optimize resource allocation, reduce response times, and maximize the productivity of their onsite staff. Liberating front desk employees from call-answering duties during busy times allowed them to dedicate more attention and resources to attending to in-person patient needs.

Noteworthy feedback from referring physicians further underscored the success of our partnership, with reports indicating increased satisfaction and likelihood of continued referrals, as their patients were contacted and scheduled more efficiently.

Combined, this has led to increased revenue for American Vision Group. By capturing more new patient inquiries and delivering exceptional customer service, the organization can garner an increased patient base, positive online reviews, and personal referrals, all driving growth. Additionally, optimized rescheduling has filled doctor schedules and minimized lost billing time, further contributing to financial success.



## CONCLUSION

The collaboration between American Vision Group and KlickWorks exemplifies the transformative impact of effective communication and dedicated patient care. By tailoring our solutions to meet the specific needs of the organization, we succeeded in streamlining operations, enhancing patient experiences, and driving business success.

Together, we have set a new standard of excellence in the eyecare industry, where every patient interaction is met with professionalism, efficiency, and compassion, reinforcing the notion that exceptional patient care equates to financial success and long-term business sustainability.

## ABOUT KCLICKWORKS

We know exceptional patient care and business success go hand in hand. That's why we've dedicated ourselves to providing a reliable, cost-effective, and personalized medical answering service that streamlines your operations and enhances the patient experience with every interaction.

Our specialized virtual receptionist teams work with primary care doctors' practices, dental practices, optometrist offices, dermatology practices, surgical centers, and other medical practices to transform their communication landscapes. The result? A more seamless experience that not only boosts patient satisfaction but also has a positive impact on revenue.



1-844-554-2595



[hello@klickworks.com](mailto:hello@klickworks.com)



[KlickWorks.com](https://KlickWorks.com)