

Florida Call Center: Small changes to a call script can significantly increase appointment scheduling

PROBLEM:

Staff at the Florida Call Center contact patients to schedule their annual appointments (annual check-ups, mammograms, etc.). In 2017, 25% of patients called scheduled their annual check-up appointments. Our goal was to increase the number of scheduled annual check-ups for adult and pediatric patients by altering the script used by callers.

INTERVENTIONS:

We ran three rounds, comparing the original script (on the left) to three versions of a new script (on the right). The below scripts are from the adult trial.

My name is Greg and I am calling on behalf of Dr Syed at New Practice to ensure your healthcare needs are being met, and that your health record is up-to-date. Is this a good time to talk? I only need a few moments of your time.

VS.

R1

“to ensure your healthcare needs are being met and help schedule your annual visit, if needed.”

R2

“because we noticed that you have not been here this year and we would like you to come back for your yearly check-up. I can schedule it right away, it will only take a few minutes.”

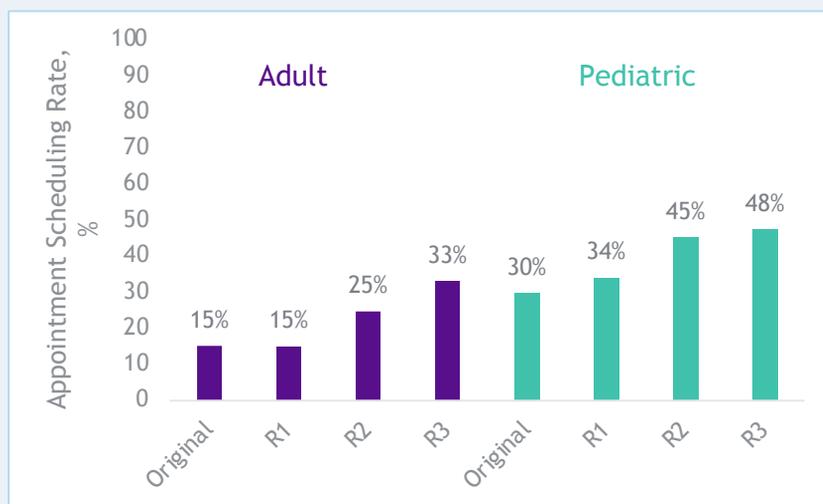
R3

“because you are due for a yearly check-up and we would like you to come in for one. I can schedule it right away, it will only take a few minutes”

RESULTS:

For adult appointments, the R2 and R3 scripts more than doubled the rate of appointment scheduling compared to the original script. Improvements were smaller for children, but still significant.

The average duration of phone calls increased by 1 minute for adults and 35 seconds for children.



% of calls resulting in a scheduled appointment