

INFORM® Branded Calling Dermatology Clinic Customer Story



Overview

In today's healthcare landscape, clear and trusted communication is essential. For dermatology clinics, and healthcare organizations in general, connecting with patients quickly and efficiently can have a direct impact on care outcomes and patient satisfaction.

Overview

A chain of dermatology clinics called patients to deliver test results, but even when patients expected the call, many still didn't answer. Without branded calling, the clinics faced frustrated staff, delayed communications, and missed opportunities to provide timely care.

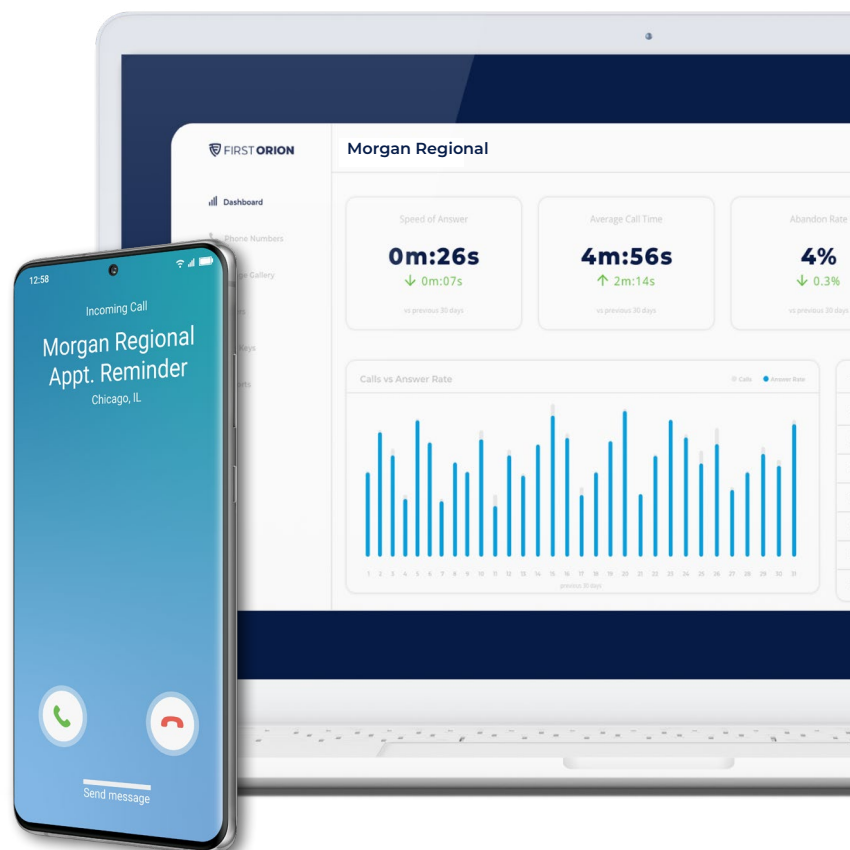
Solution

By using First Orion's INFORM® Branded Calling solution, the clinics were able to display their name and reason for the call on patients' mobile screens.

After implementing branded calling, the chain of dermatology clinics saw measurable improvements in patient engagement and call performance. By making their calls instantly recognizable, the clinics could connect with patients faster and more efficiently.

7%
INCREASE
in Answer
Rate

28%
DECREASE
in Decline
Rate



INFORM® Branded Calling

Dermatology Clinic Customer Story



Industry Context

The success this dermatology clinic experienced mirrors broader trends in healthcare communication. According to a [First Orion data](#), 93% of patients prefer a phone call from their healthcare provider, especially when it involves urgent or important matters.

Patients are most likely to want a call for:

- 1 Test Results
- 2 Appointment Reminders
- 3 Medical Referrals
- 4 Appointment Scheduling



When calls are instantly recognizable with INFORM Branded Calling, clinics of all sizes can meet patient expectations, reduce missed connections, and deliver better experiences. That's exactly what this dermatology clinic achieved with branded communication.

Key Takeaway

In healthcare, a recognized call is as vital as a trusted diagnosis. It's the first step to delivering timely care and a better patient experience.