

INFORM® Branded Calling Health System Case Study



Background

When a major health system struggled to connect with patients, they knew something had to change. As one of the largest home health agencies in the region serving medically complex patients across a wide geographic area, their calls were too often left unanswered.

Overview

Phone calls play a critical role in the hospital system. Staff use them to schedule home health appointments, obtain provider orders, and triage clinical symptoms. Yet patients frequently ignored these important calls. The reason was clear: the main phone number didn't consistently display as the correct name, which lowered response rates and created barriers to care.

Solution

After implementing INFORM® Branded Calling, the health system experienced immediate improvement. Their patient reach rate rose by 34%.

Now, when the health system calls, patients instantly recognize the trusted name on their screens, and they pick up.

"First Orion has helped improve our success rate in reaching patients so that services can begin more quickly," said the Director of Patient Access.

34%
INCREASE
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