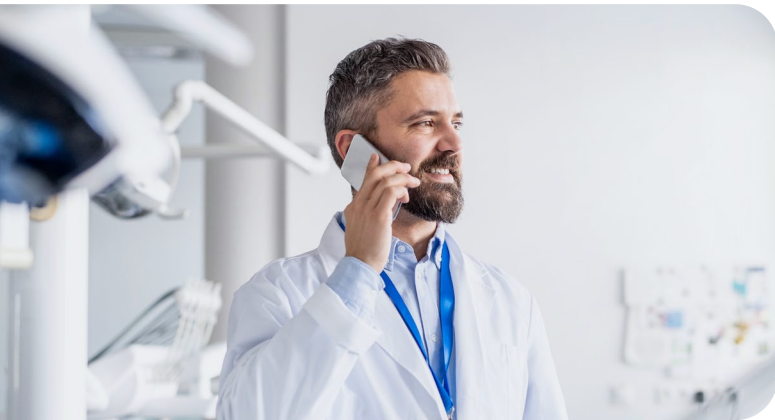


# INFORM® Branded Calling Teledentistry Case Study



## Background

Teledentistry businesses connect patients with dentists remotely through video calls, phone calls, and secure messaging, increasing access to care for those in remote areas, with busy schedules, or mobility issues. These businesses offer services like initial consultations, virtual check-ups, and remote monitoring, handling prescriptions and referrals for in-person care.

## Overview

A teledentistry company was struggling with unanswered calls despite calling customers who had requested contact or came through referrals. Patients were ignoring unrecognized numbers, leading to missed confirmations, follow-ups, and recall appointments.

## Solution

The company adopted First Orion's INFORM® Branded Calling, which allowed the business to display its brand name and call reason clearly on customers' phones. It experienced an increase in revenue, operational efficiency, and brand trust.

**23%**  
**INCREASE**  
in Answer  
Rate

**34%**  
**INCREASE**  
in Contact  
Rate

Branded Calling is a game-changer for healthcare businesses, providing patients with transparency and trust – exactly what they want from healthcare providers.

