

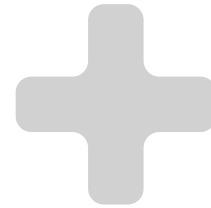


PRESCRIBED COMMUNICATION

2022 Healthcare Consumer
Communication Report



 **FIRST ORION**



Method

In August 2022, First Orion surveyed more than 2,000 U.S. mobile phone subscribers about their communication preferences with their healthcare providers.

Survey respondents were split nearly even between male and female, with less than 1% preferring to self-describe. Respondents varied across all age groups from 18-67+, with a majority from the Millennial generation (26-41).





Key Findings

The survey findings illustrate consumer preferences regarding communication with their healthcare providers. It also recognizes that clients continue to face the issue of scam callers posing as their healthcare providers. This has led to increased customer financial loss, decreased trust in phone calls, and increased frustration from customers who view unknown phone calls as a negative characteristic.



93%

of people want a phone call from their healthcare provider, especially when it involves urgent matters

94%

say they would be more likely to answer a call from their healthcare provider if the call was clearly identified

Nearly

80%

would consider rating their healthcare provider poorly for making unidentified calls



When Do Clients Want a Phone Call?

Healthcare providers manage sensitive and personal client information, hence the need for doctor-patient confidentiality. As a result, clients trust that their healthcare provider will protect their information – including test results, patient-identifiable healthcare information, or financial information.

Although sensitive information can be communicated in other ways – such as online portals – most respondents prefer to get a phone call from a medical center or healthcare professional.

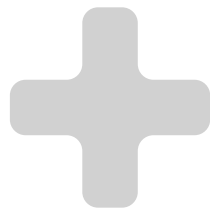
More than 9 in 10 people said they want a call from their doctor, pharmacy, or other healthcare providers, especially when it involves an urgent matter, such as test results and billing issues.

In comparison, **only 7% of respondents said they DID NOT want a phone call from their healthcare provider** for any reason.

Top 5 Reasons Clients Want a Call

1. Test Results
2. Appointment Reminder
3. Medical Referrals
4. Appointment Scheduling
5. Pharmacy Notifications





Lose My Number

If you work in the healthcare industry, you've probably noticed that many of your outbound calls get declined by clients or go straight to voicemail. And missed calls means missed opportunities to reach your clients about appointment reminders, billing issues, or time-sensitive test results. If people say they prefer phone calls, then why aren't they answering?



The simple answer: *they don't know who's calling.*

More than 3 in 4 people (76%) say that they've ignored or declined a call from a healthcare provider because they didn't know it was them calling.

A similar percentage (74%) believe they've received a healthcare-related scam call, and **more than half (52%) say they've received more scam calls this year compared to a year ago.** *This is a major factor in why people won't answer calls they don't recognize.*



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Your Branded Call Makes a Lasting Impression



Scammers use every trick in the book to steal personal information from your clients – this includes phone calls from bad actors.

52% of people say they've received a scam call where the scammer requested insurance information to illegally obtain their personal data. This is the #1 reported tactic used by scammers according to survey respondents.

Other popular responses include:

- Asking about past medical experiences
- Requesting payment information to resolve a billing issue
- Requesting pre-payment for future medical treatment/ services/devices



#1 REPORTED TACTIC

- Scam callers requesting insurance info to illegally obtain personal data

What People Are Saying

“I was called and told they were from the medical office and needed me to confirm some personal information. But they wanted me to tell them my information and not the other way around. They tried to convince me that I had to give them my Social Security number.”



“I received a call from someone posing as a pharmacy benefits coordinator healthcare professional who left a voicemail message. The message asked for some sensitive information that made me think it was very likely a scam call.”

“I received a voicemail telling me I had an outstanding medical debt. I don't remember who they claimed to be, but I knew I had paid off all my medical bills, so I immediately recognized it as a scam.”



Lost Money, Lost Trust

Scammers aren't just in it for cheap thrills and bragging rights; their main goal is to trick a potential victim into forking over some dough – and we're not talking pastries.

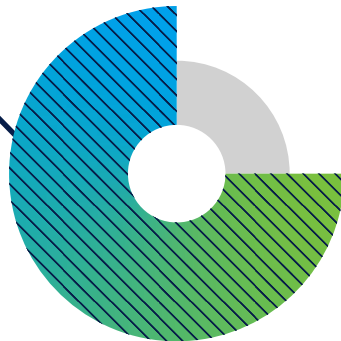
Nearly 75% of people report having been scammed for some financial loss.

It's not pocket change, either ... **nearly 60% reported losing at least \$250 due to a healthcare scam**, with some respondents even losing \$2,000 or more to a scammer.

Scammers are good at what they do and often put your clients in a financially vulnerable position. As a result, your clients are hesitant to answer their phones.

But is there a better way to ensure your calls are answered, and your clients are protected from bad actors?

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Nearly
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A Better Way to Communicate

Let's face it – people don't trust calls from an unknown number. Between scammers and harmful robocalls, few people believe in the power of a phone call.

But when the caller identifies themselves – customers notice and they're more likely to take action. **94% said they would be more likely to answer a call from their healthcare provider if the call was clearly identified.**

A branded call not only builds trust with your clients, but it also boosts your brand reputation to potential customers who are considering using your business. What's the result of failing to brand your calls? Lost trust from every generation.



80% of Millennials and Gen Zers and

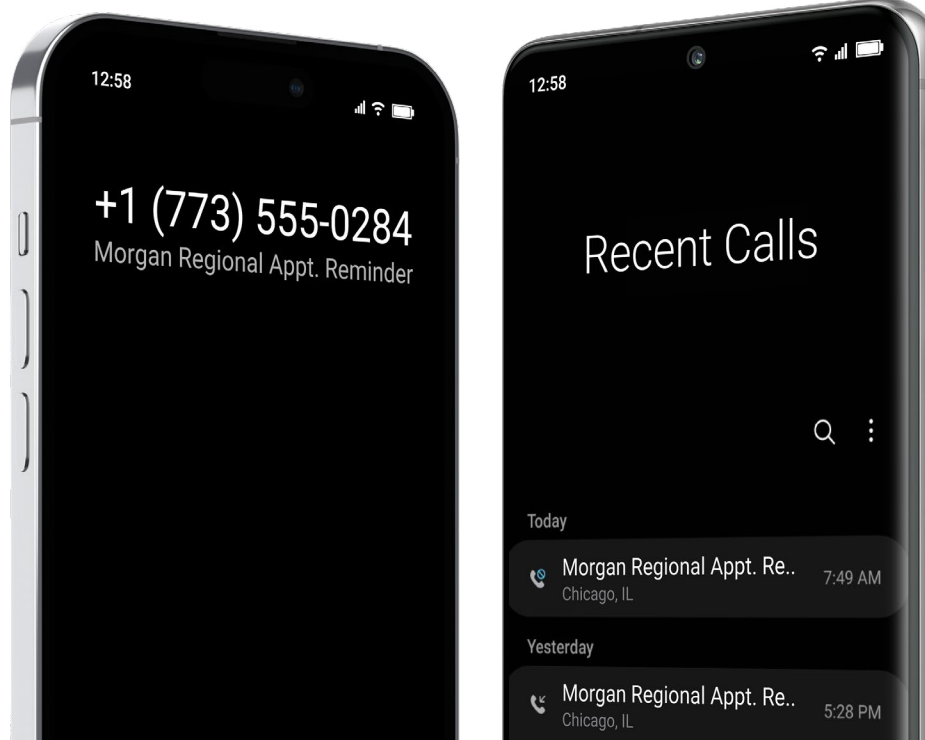
72% of Boomers and Gen Xers

would consider rating their healthcare provider poorly for making calls without identifying themselves more clearly when calling.

And missed calls must be considered too.

More than 90%

said they would be more willing to return a missed call from their healthcare provider if the number was clearly identified in the call history by name.





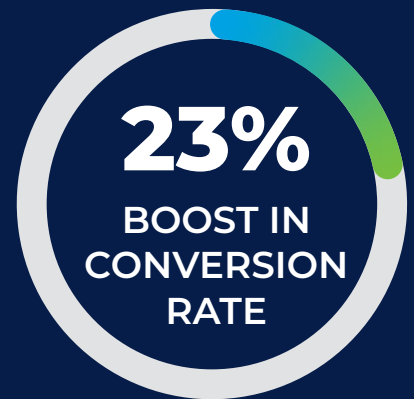
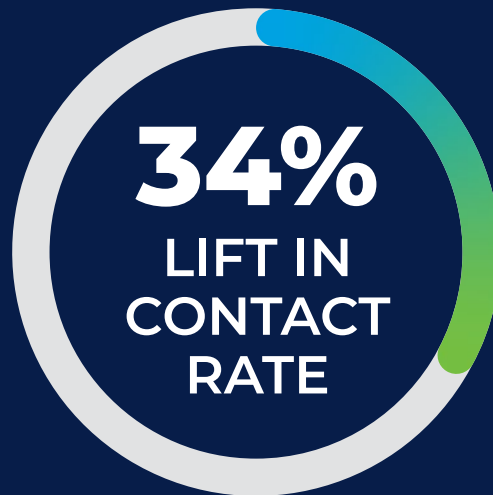
Be The Premium Option

With Branded Communication through INFORM® and ENGAGE®, there's no reason to ever call from an unknown number again.

One of our healthcare clients, a teledentistry company, saw the boost that Branded Communication can provide to their business.

Despite calling customers that came through referrals, they were having trouble connecting with people.

But with Branded Communication, they saw a **34% lift in their contact rate**. Even better? A **23% boost in conversions**, leading to more business and more revenue.



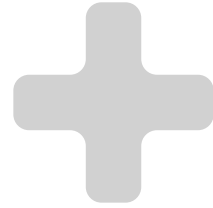


DELIVER **CONFIDENCE** IN EVERY CALL

Ready to get started with
Branded Communication
and be the premium
option for your customers?

First Orion is here to help.

Request a demo today at
FIRSTORION.COM/DEMO



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