

Nicklaus Children's Hospital

CASE STUDY

MedCall Plus is a leading provider of outsourced call-handling services, specializing in delivering efficient and empathetic customer support tailored to the unique needs of the healthcare industry.

OVERVIEW

Nicklaus Children's Pediatric Specialists faced a significant challenge when their provider count expanded to from 10 to 30, causing call wait times to exceed 3 hours during peak periods. This issue particularly impacted the Division of Pediatric Neurology, which specializes in managing and treating neurological disorders in babies, children, and adolescents.

The increased call volume strained their call center, making it difficult to provide timely support to patients and their families.

To address this, the Division of Pediatric Neurology sought an answering service team that could handle the high call volume efficiently while demonstrating empathy and kindness, in line with their core values.

This specialized support was essential to ensure that patients and their families received the care and attention they needed without long wait times.

APPROACH

- **Assessment and Initial Plan:** The initial assessment revealed the need for a scalable solution to manage the call volume effectively. MedCall Plus proposed a straightforward approach, starting with six agents to cover peak times. The solution involved acting as a switchboard receptionist to either take messages or transfer calls to the appropriate staff members, which significantly improved patient care.
- **Quality Assurance:** Continuous live monitoring and self-evaluations by agents maintained high standards, offering the client transparent insights into agent performance and identifying areas for improvement.
- **HIPAA Compliance:** Despite their need for assistance, Nicklaus Children's Pediatric Specialists had never outsourced their call center operations and were particularly concerned about HIPAA compliance. MedCall Plus addressed these concerns by collaborating with the client's IT team to create an Interactive Voice Response (IVR) system that routed calls directly to MedCall Plus. Using the ZAC (Signal Voice) platform, MedCall Plus agents accessed the client's Citrix system remotely to look up patient profiles, ensuring compliance and security within the hospital network.

RESULTS



Faster Answer Time:

MedCall Plus reduced call wait times from 3+ hours to 32 seconds.



QA Monitoring Processes:

The implementation of stringent QA monitoring resulted in agents achieving over 90% on their QA scores. Continuous live monitoring and evaluation by agents ensured high standards were maintained.



Call Handling Efficiency:

In 2023, MedCall Plus answered 51,376 calls. By mid-2024, we had handled 27,807 calls and estimate that we will answer over 55,000 calls by the end of the year. Our customer support answer rate is now 83%, and we have significantly reduced the call abandonment rate to only 3%, compared to a previous rate of over 30%.

CONCLUSION

The collaboration between Nicklaus Children's Pediatric Specialists and MedCall Plus has been a resounding success. By significantly reducing call wait times, enhancing quality assurance, and maintaining stringent compliance standards, MedCall Plus has transformed call center operations, ensuring every patient interaction is handled with care and empathy. This partnership not only improved patient satisfaction but also streamlined operations, allowing Nicklaus Children's Pediatric Specialists to focus on delivering exceptional pediatric neurological care. With planned expansion into other departments, the value of this partnership is set to grow significantly over time.