

# Atlantic Medical Imaging

## CASE STUDY

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

### OVERVIEW

Atlantic Medical Imaging (AMI), with 27 locations throughout New Jersey, is dedicated to providing high-quality radiology services. Established in a region with increasing demand for imaging services, AMI recognized the necessity for enhanced customer service to maintain its core values of integrity and patient care. In October 2023, AMI partnered with MedCall Plus, which shares similar values, to address significant customer service and call management challenges. Prior to the partnership with MedCall Plus, AMI faced considerable operational challenges, including:




- **Short Staffing:** With only 52 agents on-site, AMI needed help managing a high volume of incoming calls, particularly during peak times such as Mondays and after holidays.
- **Call Management Issues:** Frequent call-offs compounded the staffing problem, leading to missed calls and decreased patient satisfaction. AMI's commitment to customer-focused service was at risk as the team worked tirelessly to ensure phone lines were answered.
- **Core Values Misalignment:** Despite their dedication to customer care, the existing system could have improved AMI's ability to deliver the service quality they valued.

Recognizing these challenges, AMI sought a solution that would address their immediate needs and align with their commitment to integrity and patient care.

## APPROACH

- **Dedicated Team Deployment:** Starting with 12 contracted agents and a Team Lead, MedCall Plus provided full-time scheduling support from September 2023 to January 2024. This initial team was trained to handle multiple modalities, including X-ray, JV-JV X-ray, and Mammogram/Bone Density services.
- **Service Expansion:** In January 2024, AMI expanded its services with MedCall Plus by adding three contracted agents and one new modality, increasing the support to 15 contracted agents and a Team Lead. The new modalities included MRI alongside existing services.
- **Further Growth:** On June 4, 2024, AMI continued to grow its partnership with MedCall Plus by integrating five more contracted agents and four additional modalities: appointment cancellation, rescheduling and confirmation, transfer calls, English-Spanish agents, and providing office information. This brought the total to 20 contracted agents, a Team Lead, and a Team Lead Assistant, covering a comprehensive range of services, including CT.

## RESULTS

-  **Reduced Average Call Time:**  
The average duration of calls decreased to 2 min 46 secs, allowing staff to handle more calls efficiently and enhancing overall patient satisfaction.
-  **Enhanced Appointment Scheduling:**  
The improvements in call handling facilitated a higher number of scheduled appointments, directly benefiting patient access to essential radiology services.
-  **Increased Call Volume Management:**  
From January 2024 to June 24, 2024, the MedCall Plus team handled 64,545 incoming calls and estimates that we will answer over 100,000 calls by the end of the year. Achieving an impressive 98% answer rate and a mere 2% abandonment rate.

## CONCLUSION

The partnership between Atlantic Medical Imaging and MedCall Plus has proven to be a transformative collaboration. AMI has significantly improved its customer service capabilities by addressing staffing shortages and enhancing call management. The measurable results demonstrate an increase in operational efficiency and a strengthened commitment to patient care. As both organizations share core values of integrity and customer focus, the transition has been seamless, paving the way for continued success and enhanced patient experiences in the future.