

CASE STUDY

DOUBLING APPOINTMENT VOLUME THROUGH STRATEGIC SCHEDULING SUPPORT

Overview

A busy imaging organization operating across multiple locations, was facing significant challenges due to a high volume of inbound patient calls and a lack of scheduling capacity. Their internal team struggled to keep up, resulting in missed opportunities and patient dissatisfaction.

Background

Our client, a Multi-Location Imaging Center was:

- Struggling to manage a consistently high volume of inbound patient calls.
- Missed appointment opportunities and growing patient dissatisfaction.

These issues had a huge negative impact in financial outcomes and patient care quality.

Goals

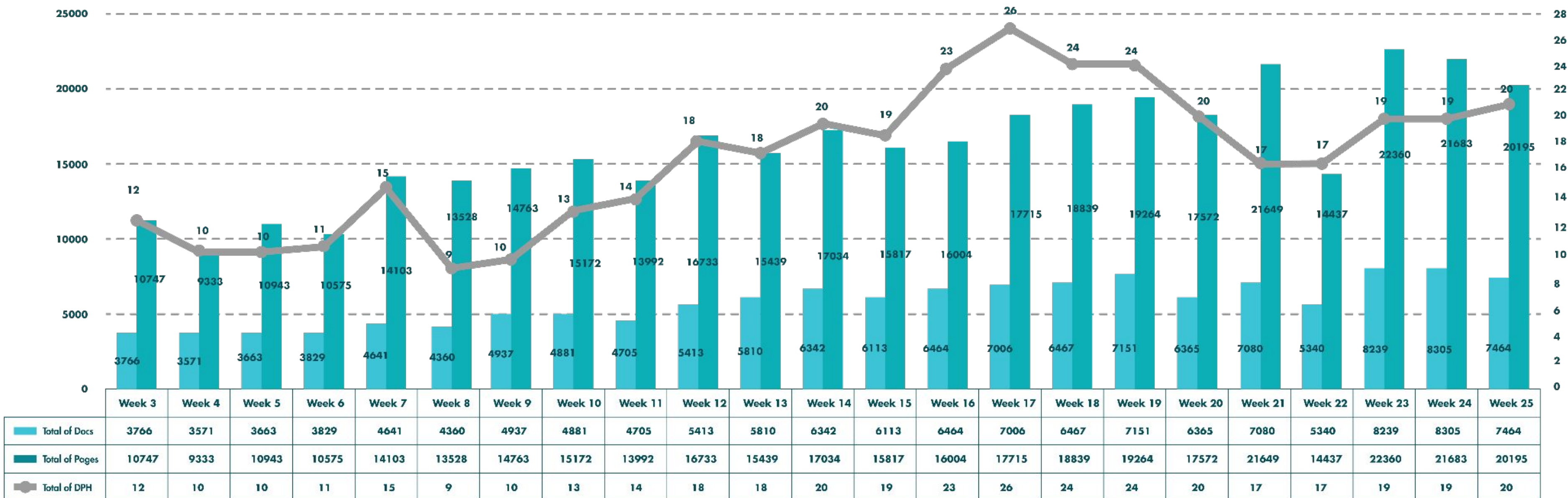
- Improve scheduling capacity to meet patient demand.
- Reduce missed calls and appointment delays.
- Increase appointment volume and operational efficiency.
- Enhance overall patient experience across all locations.

Solution:

We conducted a detailed review of the client's call traffic and scheduling data, which revealed that their staffing model was insufficient for peak demand periods.

After presenting a clear business case for expanding scheduling support, we:

- Standardized scheduling protocols to ensure consistency across locations.
- Implemented tracking tools to monitor appointment conversion rates in real time.



Results

- **Appointment volume increased by 100%:** The number of scheduled appointments doubled, allowing the client to maximize equipment and provider utilization across sites.
- **Operational efficiency improved without adding internal headcount**
The client expanded capacity through our external support, avoiding the cost and time burden of hiring internally.
- **Patient wait times significant reduced:** Faster call response and appointment booking improved access to care and reduced delays in getting diagnostic services.
- **Patient satisfaction increased by almost 20%**
→ More calls were resolved on the first interaction, improving patient experience and boosting retention.

Healthcare Call Center & BPO Solutions for Outpatient and Multispecialty Centers

We specialize in patient scheduling and end-to-end call center services, helping healthcare providers streamline operations, improve patient access, and recover revenue—all while ensuring HIPAA compliance.

Reduce up to 40% of admin costs through better workflows

Lead to 3x faster claim reimbursements when data is captured correctly

Help 69% of healthcare centers exceed profit projections through better satisfaction

CONTACT US

Client Testimonial

"Thanks to GeBBS's support, we significantly reduced hold times and successfully launched a fully operational Spanish-language queue in our call center. Their team was consistently responsive, met all deadlines, and showed great commitment—always willing to join calls to ensure alignment and smooth execution."

Chief Operations Officer
U.S. Imaging Group

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