



White Paper

A Strategic Framework to Reduce Call Abandonment in Healthcare Contact Centers

Turning Missed Calls into Patient Trust and Revenue Recovery

gebbs.com

Patients that hang up before reaching a scheduler or support have become a major issue in healthcare contact centers, one that leads to lost revenue, frustrated patients, and degraded trust.

Let's take a look at the numbers

2000

is the average volume
Healthcare call centers handle
every day

7%

Is the average abandonment
rate in U.S. healthcare contact
centers

\$45K

revenue loss if we do the math:
A 7% abandonment rate on 2,000
daily calls results in an average of
140 abandoned calls each day.

Source

01





Strategic Framework to Reduce Call
Abandonment

The Cost of Call Abandonment

02

Call abandonment occurs because of one or all of the following three things happen: long wait times, confusing IVR menus, or simply, *frustrated patients*.

- And if many calls are abandoned, that means missed appointments or services, lost revenue adds up fast.
- Slow or unanswered calls hurt patient satisfaction; patients may switch providers if they can't reach someone quickly.

Why Traditional Solutions Often Don't Work

03

Many centers try traditional fixes often involving hiring more agents and trying new systems, and while these help, they often don't solve the deeper issues.

Here's Why Common Fixes Miss the Point:

- **Adding staff alone:** If staffing isn't aligned with knowledge and call patterns (peaks, off-peaks), extra agents might fail in handling volume and managing appointment scheduling or patient support in an efficient way.
- **Overcomplicated IVR / routing menus:** Callers get lost, confused, or hang up instead of reaching a human.
- **Generic ring-back or hold music:** Might work for other niches, but when it comes to healthcare, it offers no feedback, no reassurance, no estimate of wait time.

Agent training sometimes *focuses more on correctness* than procedure knowledge or empathy under pressure.

Key Components of a Strategic Call Abandoned Optimization Framework

Here are the pillars you'll want to build into your healthcare scheduling and support strategy *to actually make it efficient*. Together, they reduce abandonment, restore lost revenue, and improve patient experience.



Smart Staffing & Scheduling

- Use historical and seasonal call volume data to predict busy times.
- Shift agents to match peaks and modalities or specialty complexities; plan breaks for off-peak windows.
- Build in capacity for unexpected spikes.

Better Call Routing & Technology

- Simplify IVR paths; minimize “press 1, then 3, then 2...” menus.
- Use skill-based routing so calls go to the right agent faster.
- Provide callback or “we’ll call you back” features so patients don’t wait endlessly.

Process & Workflow Redesign

- Design workflows so urgent or time-sensitive calls are prioritized.
- Have fallback mechanisms when call volumes spike.
- Use scripts/guidelines so agents deliver consistent experience even during stress.

Agent Training & Support

- Train agents to handle high wait times with empathy.
- Equip them with tools (knowledge bases, system screens) so they can answer faster.
- Support agent well-being to reduce burnout. Agents who feel supported take fewer breaks and perform better.

Measurement & Visibility

- Track metrics like abandonment rate, average speed of answer (ASA), time in queue.
- Monitor real time dashboards so you can respond to sudden overloads.
- Analyze where abandonments occur (IVR, queue, after certain time).

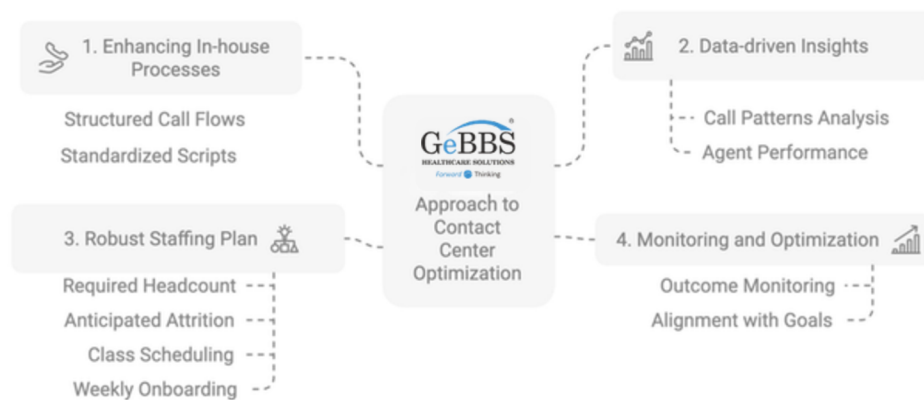
REAL-WORLD EXAMPLES

GeBBS's Call Flow Optimization Model Implementation

05

This Southeast diagnostic imaging provider had a 27% call abandonment rate, causing them to lose about \$12,000 in revenue every *single day*.

How they achieved it



Framework

- Mapped out call volumes by hour, day, and type of call to see when abandonments spiked.
- Re-scheduled agent shifts to cover peak volume hours more tightly.
- Improved routing so that simpler questions were directed to agents who could answer quickly.
- Added callback options and optimized IVR menus.

Results

- Abandonment rate dropped by 25% within five months.
- Recovered approximately \$840,000 in lost revenue during that period.
- Improved patient satisfaction and fewer repeat calls as callers more often got through.

Call abandonment is *more than a metric*

It's a patient
experience, a revenue
issue, *and a trust issue.*

Measuring what matters, aligning staff, improving routing, redesigning processes, and supporting your agents, can help healthcare organizations bring abandonment rates down dramatically.

Effective Call Flow Management Strategies

The results speak for themselves. When one imaging center reduced its call abandonment by 25%, they didn't just recover \$840,000 in revenue, they improved patient trust, created internal confidence, and built a more sustainable contact center model.

Whether your organization is at the beginning of this journey or looking to optimize existing systems, the time to act is now.

Here's what you can do starting today:

Audit your abandonment rate for the last 90 days.

Review your peak call hours and whether staffing aligns.

Involve your agents, gather input and provide tools to reduce average handle time.

Track weekly and celebrate progress.

Success doesn't have to come from massive changes.

With the right strategy and support, even small improvements can yield meaningful results for your patients and your revenue.



Make every call count, for your patients, your team, and your organization.

Our HIPAA-compliant healthcare contact center services are designed specifically to help providers like yours reduce call abandonment, increase patient satisfaction, and drive measurable improvements in access and efficiency.

[Learn More About GeBBS's Patient Scheduling Solutions](#)

About GeBBS Healthcare Solutions

GeBBS is a global revenue cycle management (RCM) company based in Englewood Cliffs, NJ. We have offices in Los Angeles and Baltimore and over 2,000 employees globally. We provide Multi-Specialty Medical Coding services to some of the largest hospitals nationwide. We work with clients to seamlessly support their Inpatient and Outpatient medical coding requirements.



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