

CASE STUDY

Increasing Call Management and Effective Appointment Rates for a Urology Practice



Overview

A growing urology medical practice was experiencing a significant increase in patient call volume and appointment scheduling demands. With thousands of inbound calls coming in each month, the practice needed a reliable solution to ensure patients were handled promptly and professionally, without overwhelming internal staff.

Opportunities & Challenges

- Managing a high volume of inbound patient calls efficiently
- Reducing missed calls and long hold times
- Ensuring appointment accuracy and timely confirmations
- Scaling operations without increasing overhead costs
- Maintaining a high-quality patient experience in a specialty setting

Outcomes

71,038 inbound calls handled:
ensuring patients were answered quickly and professionally

25,159 outbound appointment confirmations completed: significantly reducing no-shows

High-volume call management: supported by only 5 average FTEs, demonstrating strong efficiency and scalability

19,239 interactions managed by FTE: Lorem ipsum dolor sit amet

Solution

GeBBS deployed a dedicated team of healthcare-trained agents to support both inbound and outbound communication workflows.

- Inbound call handling for appointment scheduling, patient inquiries, and call routing
- Outbound appointment confirmations are conducted one day prior to scheduled visits to reduce no-shows
- A 5-FTE dedicated team, optimized to handle fluctuating call volumes efficiently
- Standardized scripts and workflows aligned with the client’s scheduling systems and policies
- Ongoing quality monitoring and performance optimization to ensure consistency and compliance.

Key Takeaways

- A dedicated team** managed substantial patient call volume, giving the practice consistent coverage for inbound calls and outbound appointment confirmations.
- Specialty-specific workflows** helped keep communication consistent. Healthcare-trained agents followed the practice’s scheduling policies and standardized processes, allowing internal staff to focus more of their attention on patients in the office.

Conclusion

By partnering with GeBBS Care, this urology practice achieved reliable, scalable communication support that enhanced both patient satisfaction and operational performance.

“With a dedicated team averaging five FTEs, the urology practice managed more than 96,000 patient interactions, bringing consistent coverage to patient calls and next-day appointment confirmations.”

