

Orthopedic Medical Group

CASE STUDY

MedCall Plus successfully navigates the challenges of call center management, bringing its medical expertise in outsourced call handling - outperforming and retraining the internal support team in the process.

OVERVIEW

With a focus on "Growth and Innovation," Tampa Bay, FL-based Orthopedic Medical Group (OMG) had all the necessary components across its seven locations, supporting a bustling specialty practice comprised of 12 surgeons and expanding. Under normal conditions, their dedicated internal call center handled patient queries, fielding up to 600 daily calls. However, COVID-19 introduced unexpected staff shortages and declining performance metrics; wait times grew longer, and turnover rates soared.

As Michael Paul, Chief Operations Officer for OMG, confessed,
"We pride ourselves on being the best in orthopedic business, but that doesn't necessarily translate into excelling at managing a call center. We recognized our limitations and knew we needed expert assistance."

Thankfully, OMG found its answer in MedCall Plus (MC+), drawn by their customizable solutions, attentive service, and their ability to integrate with OMG's existing operations seamlessly.

APPROACH

- **Intensive Two-Week Onboarding:** MC+ dedicated a client services team to provide agents with daily check-ins, recaps, and comprehensive training. They revisited the client daily to refine the scripting, which limited reported issues to one-time events.
- **Full Integration with On-site Call Center:** After several months of consultation, coaching, and quality assurance, MC+ took over the management of OMG's call center, operating on-site at OMG headquarters. This strategy allowed OMG employees to retain their jobs and provided MC+ with a direct line to leadership.
- **Transparent Agent Monitoring Scores:** MC+ built a relationship with OMG by sharing monitoring procedures and results, effectively transitioning call volume from the internal call center. This collaboration also helped OMG refine its internal evaluation processes, bringing both call center teams to equal levels of excellence in quality assurance.

RESULTS



Reduced Call Handle Times:

MC+ achieved a 50% reduction in average call handle time, resulting in higher patient satisfaction.



Expanded Practice:

OMG recently launched two new branches, and MC+ successfully handles the additional administrative workload.



QA Monitoring Processes Replicated:

OMG has integrated effective strategies and processes into its internal call center operations, significantly improving call handling times and overall patient experience.



Increased Appointments:

Appointment calls increased by 10% per month, raising the number of patients seen monthly.



Faster Answer Time

Calls are now greeted within 15 seconds, a reduction from the previous average of one minute.



Lowered Abandonment Rate:

Abandoned calls have been reduced from over 15% to less than 5%.

CONCLUSION

MedCall Plus's unique combination of medical specialization, consulting, and direct call center services has led to unparalleled service. MC+ proved to be the ideal partner for Orthopaedic Medical Group, balancing quality with the demands of large-scale operations and valuing the patient as much as the client does. Through active listening and full integration with the client's systems, MC+ turned high call volume into a patient experience transformation.