



Leading Home Health Provider Saved Over \$800k Annually

The Problem

As a leading home health provider, Graham Healthcare Group (GHG) treats over 75,000 patients annually. Their work naturally leads to a lot of phone calls – 21,000 inbound calls monthly, answered live by 8 full-time receptionist. GHG was committed to a live caller response with a warm hand-off to local markets.

Once calls left reception and were transferred to local branches for follow up, GHG could see that 50% of calls were going to voicemail. The team would get automated emails about missed calls, but had no visibility or tracking on the branch follow up.

Knowing how valuable those additional calls were – whether it be a patient concern or a new referral – GHG looked to solve their call issues including:

- Inability to answer all calls
- Calls getting routed to the wrong places
- Multi-day turnaround time to return messages
- High cost of call management
- Lack of scalability as they continue to grow



Even with 8 FT employees answering calls, GHG's local markets were unable to efficiently manage patient messages and there was no data available to evaluate timely follow-up.

The Solution

GHG chose to implement Clarus, a technology solution to call management that leverages smart routing and AI-transcription to make answering calls easy and efficient.

With Clarus, callers are never on hold. They immediately select their reason for a call and leave a message. That message is automatically transcribed, sorted and sent to the appropriate team. The GHG teams then can read (or listen to) the message and address the need of the caller during their first conversation.

With the implementation of Clarus, GHG has:

- Reduced inbound calls by 33%
- Saved over \$800k annually by reducing FTEs that were managing inbound calls during and after office hours
- Team members deal with less operational burden, which helps with employee retention.
- Transparency into reason for call and speed of team follow-up
- 0 patient hold times
- Resolved 27% of calls in 15 minutes or less

The best part? These results were realized immediately. Missed calls stopped the day of Clarus implementation and staff adapted to the new workflow within hours – not weeks.

You're Hearing From:

NATALIE HAGYARI

Senior Vice President of Home Health Clinical Operations

"After implementing Clarus, we managed to reduce inbound calls by 33%. Patients no longer need to make repeated calls to reach our offices, ultimately boosting overall patient satisfaction. Additionally, with the Clarus dashboard, our team has the ability to research calls prior to follow up leading to more effective time management, workload efficiency and job satisfaction."



33% Reduction in Calls

Clarus reduces patient calls coming in by capturing every call and routing it to the right person with 0 patient hold times.



Saved Over \$800k Annually

Clarus cuts costs for practices by eliminating the need for as many staff members to answer calls and preventing additional hires.



Caller Resolution in 15 Minutes or Less

Patients experience heightened satisfaction as their calls are promptly returned, ensuring faster and more efficient communication.



100% Transparency

All calls are sorted by caller need and transcribed for GHG teams to follow-up with, management teams can track call returns and response rates.