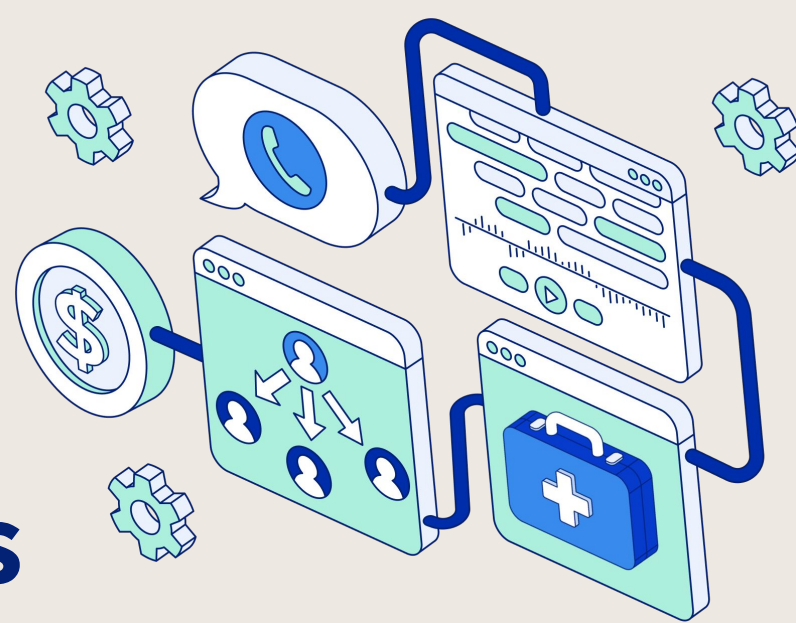


# 5 Ways CallRail's AI streamlines your healthcare operations



The healthcare industry is fast-paced, and you need extra hands. Fortunately, AI technology can handle marketing and administrative tasks that slow down your staff and divert attention from your top priority—patient care.

CallRail has harnessed AI to power its most advanced product yet—Premium Conversation Intelligence™ can help you identify leads, track call quality, and gain valuable insights whenever the phone rings. Let's look at a few ways AI can take your patient service to the next level.

## 1. Increase conversion rates

Identifying good leads can be time-consuming. CallRail's AI solutions allow you to automate lead qualification by creating customizable templates that identify quality leads via keywords. Call summaries and sentiment reports also offer detailed insights that help tailor staff interactions with patients to increase patient satisfaction, resulting in more repeat business. At the same time, AI-powered call coaching can help staff members have more productive conversations with patients.



## 2. Streamline workflows

When you're on the phone with a patient, you should be focused on them and their needs instead of furiously taking notes. AI-powered transcription and call summaries allow you to quickly review conversations for the most important information without listening to the entire call.



## 3. Improve productivity

CallRail's Premium Conversation Intelligence is efficient—so efficient that it **reduces the time spent reviewing calls and qualifying leads by more than 50%**. Our AI also identifies self-reported attribution. This data, alongside your Call Tracking, will eliminate blind spots and enable more confident and accurate marketing decision-making. For instance, when patients mention where they heard about you on a call, it will recognize and report this, so you can get the broadest picture possible of your leads and identify your most successful communication channels.



## 4. Enhance patient experience

Can AI help your patients feel more seen? Yes! Using keywords to identify unique insights into a patient's situation can help providers offer more personalized interactions and save time in the exam room or identify additional services that they may need or be interested in. Automating responses via email or text message also helps keep lines of communication open for existing patients even when you're not immediately available.



## 5. Protect patients' health information

With Healthcare being one of the country's most regulated industries, we understand protecting patient privacy is your top priority. CallRail is committed to patient privacy throughout our whole platform. We use a multi-pronged approach to support HIPAA compliance with Premium Conversation Intelligence. For those on our exclusive Healthcare Plans, that includes the signing of a Business Associate Agreement (BAA) and the automatic redaction of sensitive patient-protected health information from call transcripts.



## Maximize your patient recruitment efforts with AI

CallRail understands the healthcare industry's unique challenges, and we're here to help. Partner with us to leverage the power of AI to maximize insights and minimize unnecessary labor for your team.

Try Premium Conversation Intelligence™ for free.