

Flu season is here: Give your healthcare marketing a dose of vitamin AI

7 ways to winterize your healthcare marketing

As winter and flu season approaches, healthcare providers face their busiest time of year. Unless you prepare now, it's easy for marketing goals to fall by the wayside and customer service to decline under pressure. CallRail helps you stay on top of marketing tasks while improving the patient experience by tracking calls and ensuring no details are missed.

Here are seven ways to winterize your marketing strategy to prepare for your busiest season.



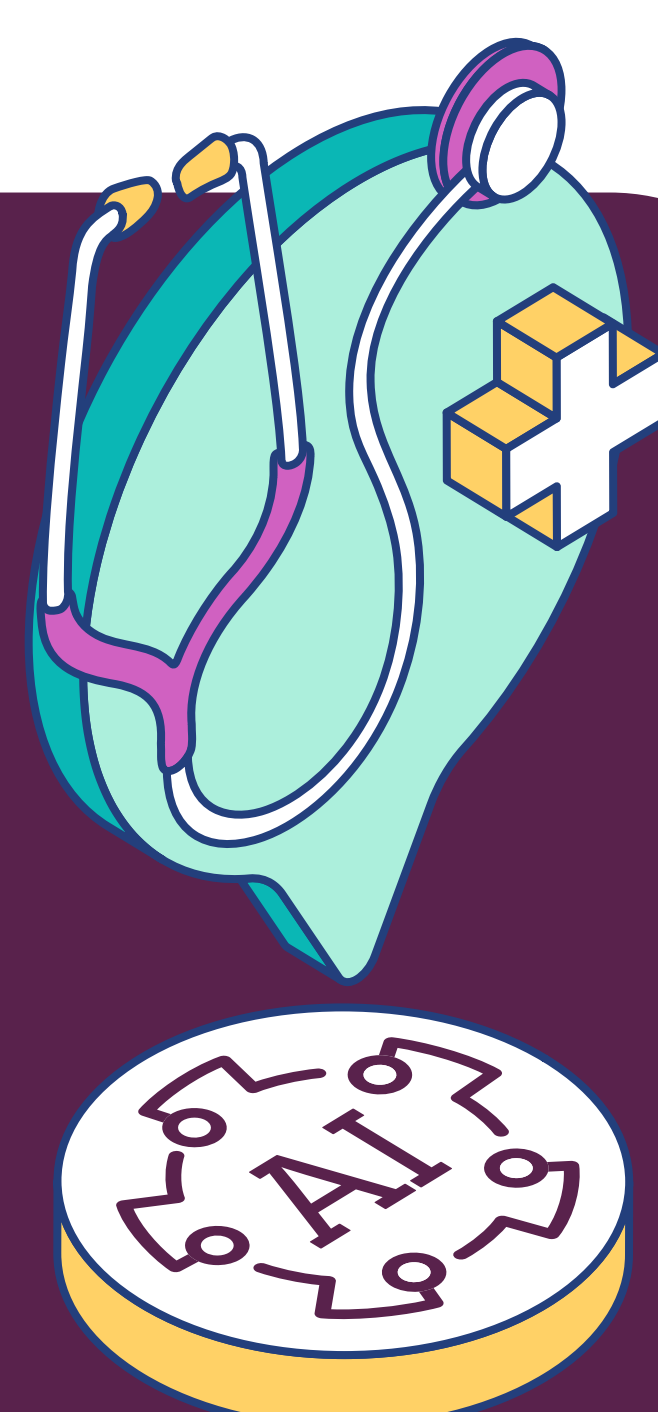
1. Take the pressure off your staff

When your staff is overloaded, it can be easy to miss calls and leads. **Call Tracking** is the backup you need. Custom menus and call routing flows direct your patients to the right person, creating a better patient experience. Miss a call? You can call them back using the same tracking number they called. You can also use **Convert Assist** to generate a near-immediate response to your lead using **smart follow-up**. This feature reads your call transcripts, forms, and chats to create a ready-to-send email or call-back message. And don't worry – CallRail's Healthcare Plan supports HIPAA compliance even before they become a patient.

CallRail clients **increased their leads by 10%** by reducing their missed calls.

2. Make attribution automatic

When the phones ring like jingle bells, and patients are desperate to be seen, it can be tough to remember to quantify attribution. Even if all your appointments are booked, you could still be running high patient acquisition costs that heavily impact your profitability. With lead tracking, you can assess where your most high-value patients are finding you. A quick look at your cost-per-lead report will show the needle moving with every good marketing deed you do. Knowing you can do all this without increasing your staff's workload? It's the best gift you could give.



Marketers spent **60% less time reviewing and analyzing calls** using Conversation Intelligence®.

3. Find opportunities to delight

Your patients leave digital breadcrumbs with every call and click, and CallRail's AI-based **Conversation Intelligence** helps you follow them to understand exactly what they need. Using **keyword spotting** and AI analysis of call transcripts, your staff can identify the top services patients are calling about. This data allows you to quickly craft the perfect offer for your patients.

With **CallRail Premium Conversation Intelligence™**, every call is recorded, transcribed, and analyzed using AI to automatically spot and flag chosen keywords. This way, healthcare organizations can easily track key moments in the patient journey to gain insights into patient needs and trends that can help improve service and marketing strategies, even if the front office staff is focused on triage and setting appointments.

72% of marketers say that AI and automation tools help them personalize customer experiences.

4. Find your most valuable leads

It's not enough just to find leads, especially when you have a limited number of appointments. You need to identify and qualify your highest-value leads. Conversation Intelligence uses AI to automatically classify inbound calls as qualified leads, and then tag and score calls based on your practice's unique qualifiers using Call Highlights and **automation rules**. Every minute saved is time you can devote to welcoming your newest patient.



CallRail clients **decrease their time qualifying leads** by 50%. Looks like more time for snowball fights.

5. Create an AI action plan

When keeping up with calls seems overwhelming, your follow-up strategy can suffer. With **CallRail's action plan**, you don't have to think about next steps. Your AI assistant is ready with a plan that guides you through both lead conversion and patient support—whether it's scheduling follow-up appointments, sending post-visit surveys, or reminding patients about upcoming procedures. Automating these steps keeps your marketing on track, helping you convert more leads and provide better care to your patients.

Marketers save an average of **2.5 hours per day** by using AI for ideas, inspiration and outlines.

6. Identify coaching opportunities

During flu season, every patient's call feels urgent. With **CallRail's call coaching**, AI analyzes your calls to identify opportunities for training, coaching, and personalized support for your team. This ensures every conversation is handled smoothly, leading to higher lead-to-close rates and improved customer experience scores.



Customers saw a **7% increase** in call lead-to-close rates when using Call Tracking and Conversation Intelligence. Ring in the new year with more conversions.

7. Follow up quickly

The phones are ringing, and the staff is struggling to keep up. When follow-up tasks start slipping, **smart follow-up** acts as an extra helper. It automatically generates accurate, context-aware messages, acting like a virtual assistant that understands the nuances of each conversation. This lets your team personalize communication even if they weren't present during the call, enabling faster follow-ups and helping teams efficiently manage their time between live calls and post-call tasks.

75% of customers say that fast response times are the number one most important component of a good customer service experience. Don't leave your patients out in the cold.

Happy holidays from

