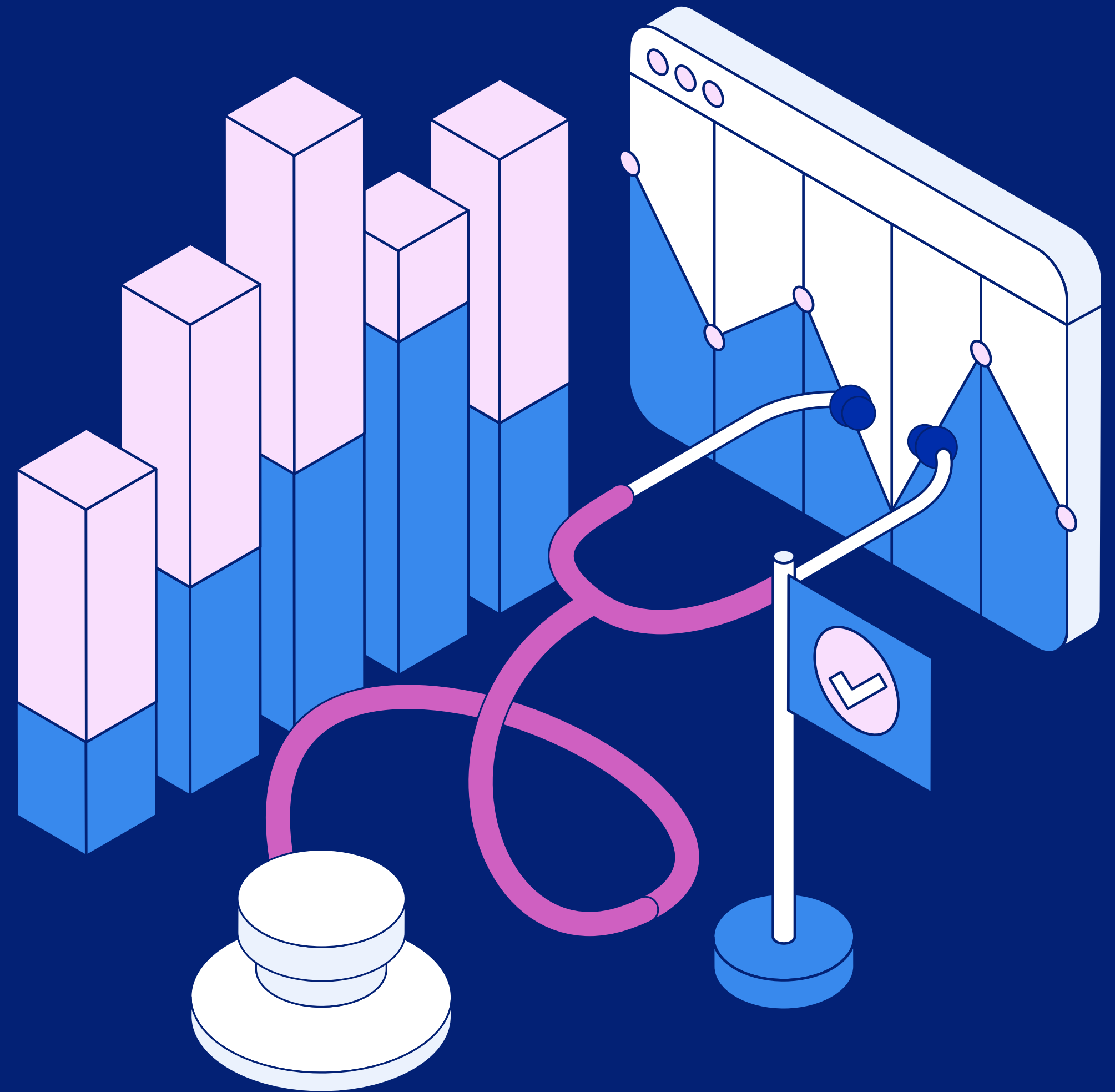


5 Smart ways to make the most of call tracking in healthcare

What you don't know about your call data may hurt your practice.

Most healthcare providers rely on phone calls to drive patient appointments, but not all call tracking solutions are created equal. If your current platform isn't providing critical insights like lead quality and conversion rates, or if you're not using call tracking at all, you may be missing out on high-value leads, key marketing insights, and patient experience improvements.

Review this checklist to see if your practice is missing opportunities by not fully utilizing call tracking.



1. Are you tracking campaign results *and* user journeys?

- I know which marketing channels (Google Ads, social, website, etc.) generate calls.
- I can see which keywords and campaigns drive new patient inquiries.
- My call tracking integrates with Google Ads, Google Analytics, and my CRM.
- I can see a patient's full website journey before they call.

If you're missing these insights, you're likely spending ad dollars blindly, unsure of which channels and campaigns drive actual patient inquiries. Known as source tracking, call tracking provides comprehensive call **attribution** by connecting every call to a **specific source** — whether a paid ad, landing page, or offline campaign. This helps you refine spend, optimize messaging, and engage the right audience before they even pick up the phone.



Your website can also show individual users' journeys. This **visitor-level tracking gives you a view of everything from pages viewed to repeat visits.**



“We could actually have this end-to-end journey and finally say, ‘we have a return on investment, these things work and drove this many appointments.’”

– Lauren Anderson, Sr. Digital Content Strategist & Copywriter at **Baptist Health**

2. Are you using call tracking to tailor conversations?

- My team gets an automated **whisper message** — a brief message that plays before being connected to the caller.
- They immediately know where the caller came from (e.g., a Google Ad, a health fair, or an email campaign).
- Staff can personalize the conversation based on the caller intent.

If not, you may be missing key context that helps staff guide conversations effectively. Pre-call insights via whisper messages ensure your team knows where a caller is coming from, so they can personalize interactions, respond with confidence, and turn more inquiries into scheduled appointments.

3. Have you set up the right routing for when leads call?

- Calls are routed based on urgency, service type, or location.
- I use **automated responses** to follow up on missed calls.
- I can prioritize high-value calls over general inquiries.

Missed calls can lead to missed opportunities to connect with potential patients. Automated **call flows** route inquiries based on the source or type of call — ensuring every caller reaches the right person quickly, improving response times, and increasing the chances of booking an appointment.

32% missed call rate

Healthcare has the highest missed call rate of the four major industries surveyed.

– From [conversations to conversions: How small businesses can market smarter](#)

4. Are you tracking and analyzing the right call metrics?

- I track call volume, duration, and source.
- I know which calls convert into appointments.
- I track repeat vs. first-time callers.
- I monitor call quality and staff performance.

If not, you could be missing critical insights that tie marketing efforts to actual patient conversions. Tracking key call metrics — like volume, duration, source, and appointment conversions — helps you understand what’s working, improve staff performance, and make data-driven decisions to grow your practice.

33% of healthcare providers plan to adopt call tracking/recording in 2025.



5. Does your call tracking solution support HIPAA compliance?

- I have a signed Business Associate Agreement (BAA) from my provider.
- All call data is encrypted and securely stored.
- My provider undergoes third-party audits to ensure compliance.
- Only authorized individuals have access to the data.

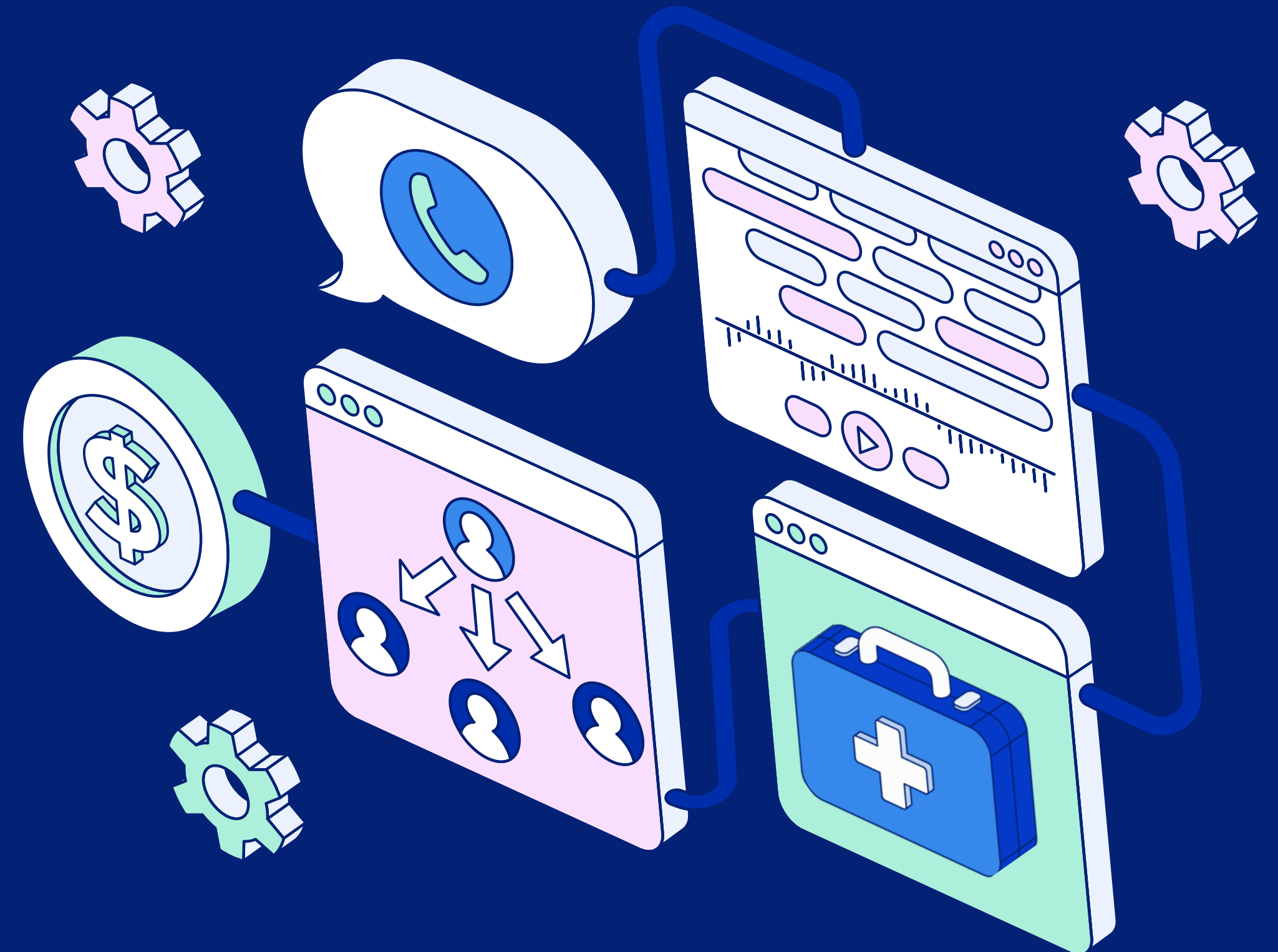
Without it, your practice is exposed to compliance risks and data security vulnerabilities. A HIPAA-supportive call tracking solution ensures patient information stays protected with encryption, secure access controls, and third-party audits, giving you peace of mind while maintaining regulatory compliance.

Pulse check: How did you do?

If you didn't check every box, it's time to switch to CallRail's **Call Tracking** — the only solution that ticks all the boxes and gives healthcare providers the insights they need to increase patient conversions and marketing ROI – all while supporting HIPAA compliance. For maximum privacy and security, check out one of our **Healthcare Plans**.

Ready to cure your marketing strategy? Try a free dose of CallRail today.

[Start your free 14-day trial](#)



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