

CallRail

Ebook

Healthcare guide to call tracking



In this quick guide for healthcare call tracking, you'll learn:

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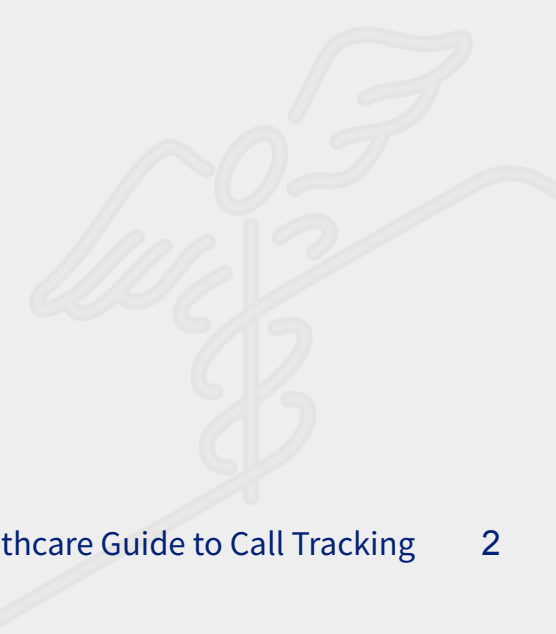
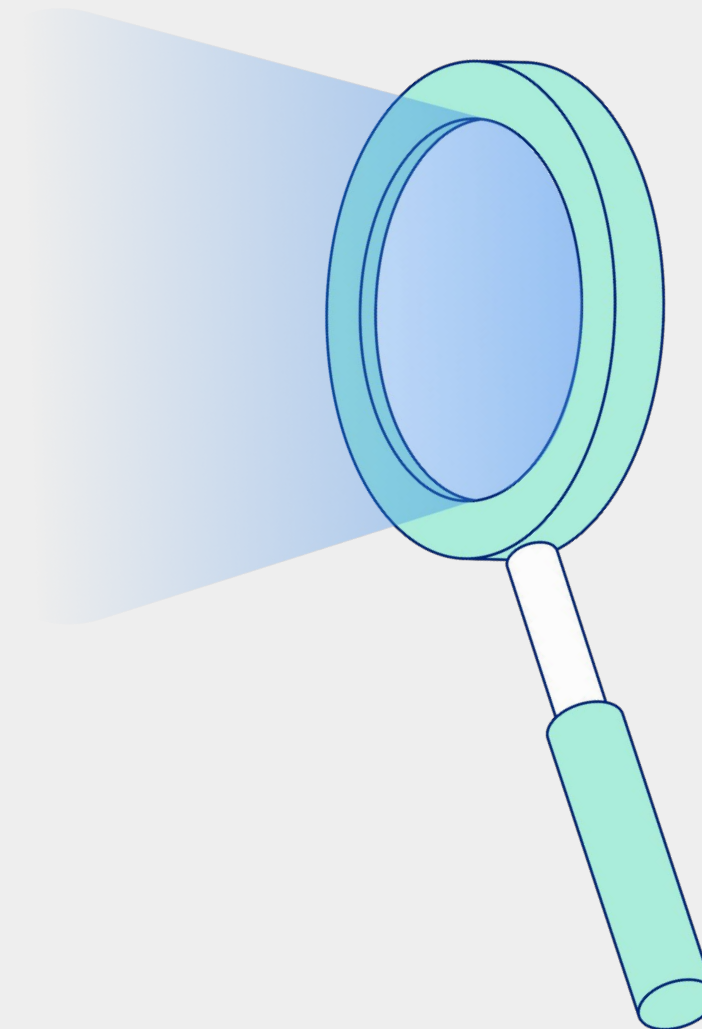
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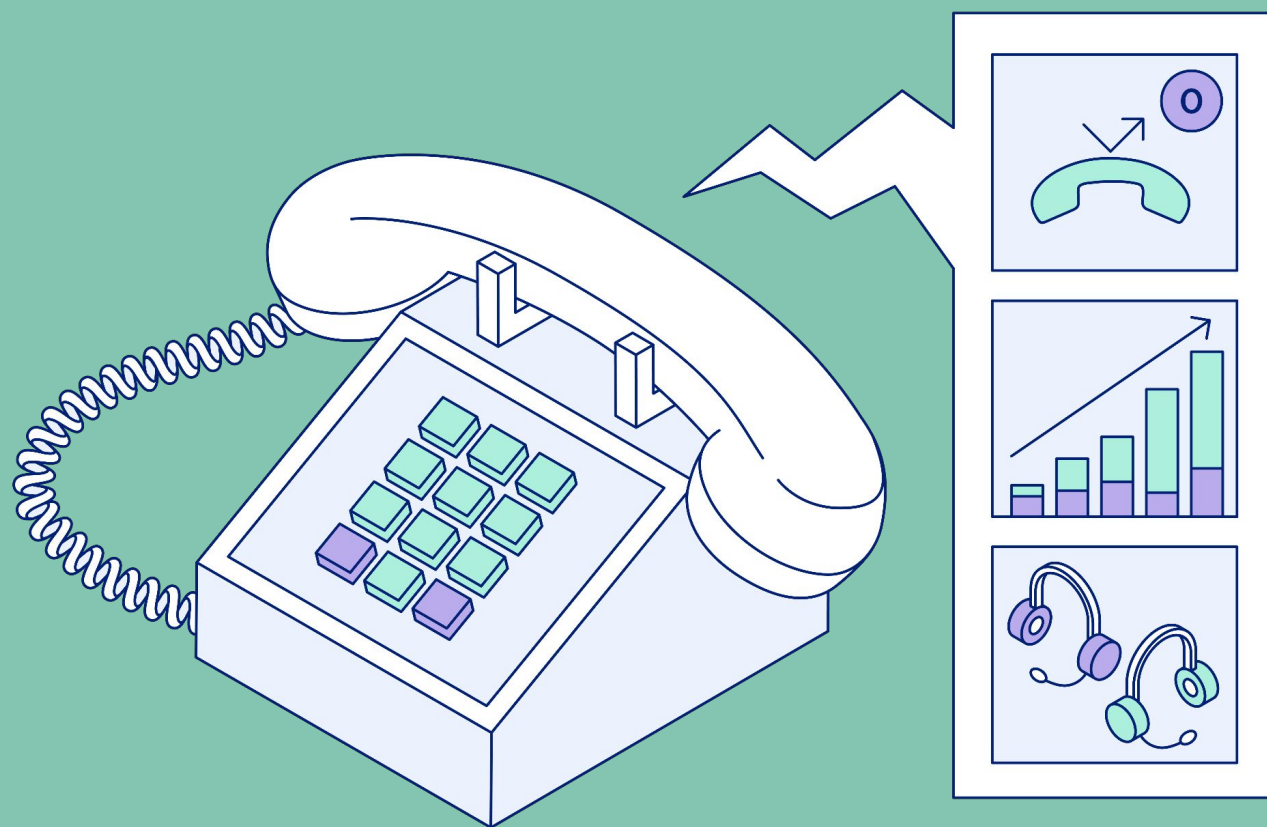
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Introduction

Even if your website has an online appointment request form, most new patients will make their initial contact with your practice over the phone. Yet few healthcare providers analyze inbound phone calls to uncover insights about their marketing performance.

If you are serious about improving your marketing to increase your practice's profitability and better serve your community, you need call tracking.

We compiled this comprehensive guide for using call tracking in a healthcare environment. In this piece, you will:

- Learn why call tracking is important
- Learn what call tracking can tell you about your incoming callers
- Learn how to use the data from call tracking to increase your healthcare marketing ROI

Chapter 1

Why your practice needs call tracking



A survey from [First Page Sage](#) found that the average cost of an organic healthcare lead is around \$320 per lead. Understanding this cost allows healthcare marketers to reevaluate the efficiency of their lead generation strategies, ensuring their marketing efforts are cost-effective and yield valuable leads.

With more healthcare providers offering higher-end services like botox injections or cosmetic surgeries, your practice faces greater competition for new patients. Realistically, to compete with other healthcare providers in your community, you need a sophisticated multi-channel marketing campaign that promotes your full range of services.

For healthcare practices in the initial years of operation, it can be difficult to allocate money to marketing. Yet without marketing, your practice cannot attract enough new patients to become sustainable.

Precision marketing: how call tracking reshapes clinic strategies

Savvy providers invest in marketing their clinics, yet demand a strong return on investment from each campaign. Call tracking helps practices refine their marketing approach by delivering insights about which marketing channels drive patients to schedule appointments.

Until call tracking was developed, it was next to impossible to know which marketing effort drove a patient to call your practice about a service like genetic testing. There was no way to track phone calls your office received back to the marketing channels that drove those calls. You could easily check pay-per-click advertising campaigns but had no reliable way to monitor the effect of offline advertising efforts, like direct mail to television spots. Additionally, unless patients clicked on your ad, you would not know whether digital advertising campaigns were effective.

Even if you surveyed patients about how they found your practice, there was a chance that they might not remember what drove them to contact your office. To increase your visibility and grow your practice, you need more than just new patients. You need to know how they found your practice, so you can build upon what works.



Chapter 2

How call tracking informs your marketing spend



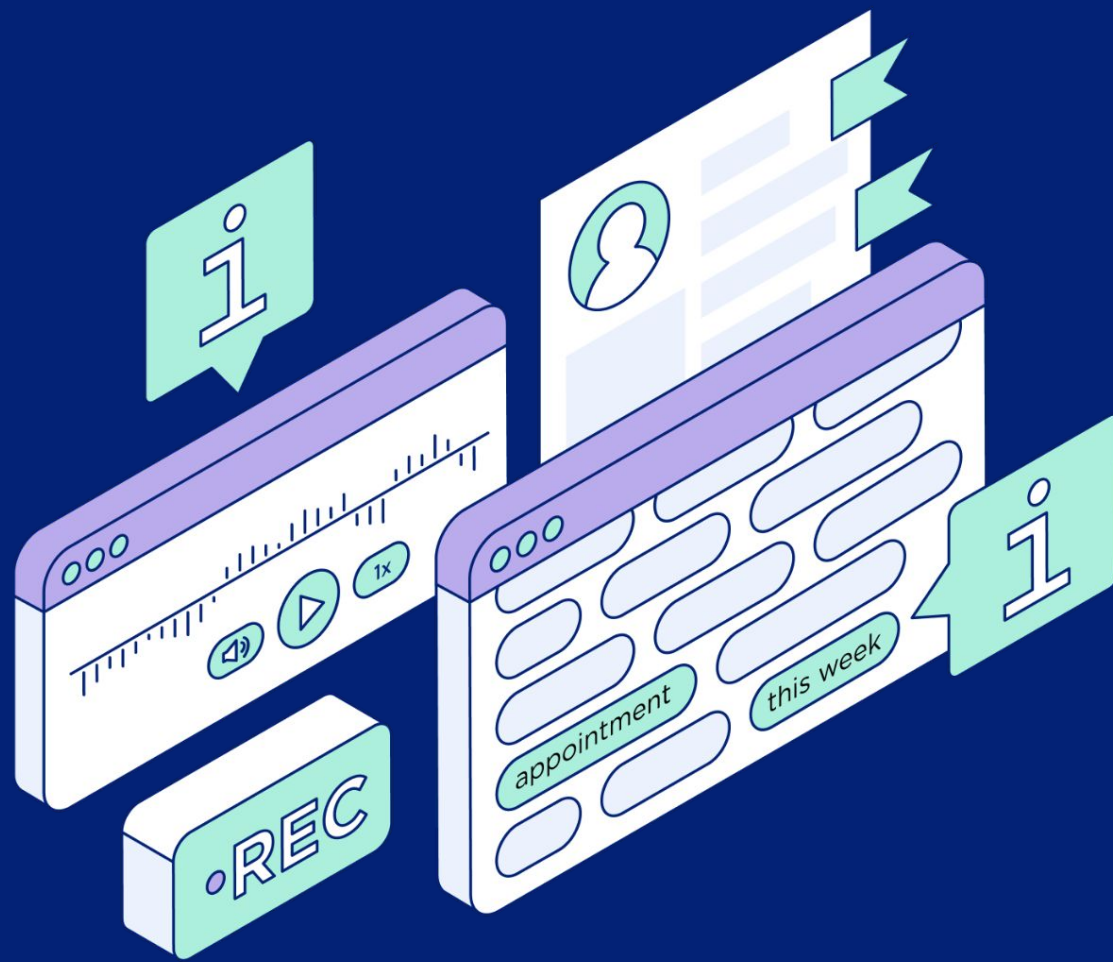
When it comes to marketing, making the tough call about which campaigns to invest in and which to scale back on can be difficult, especially when there is not enough information to make an informed decision. After deciding to stop advertising on local radio or trim your social media advertising budget, you may watch as your new patient acquisition plummets. A wrong guess could lead to a drop in business and cause significant stress.

With a call tracking system in place, you can see at a glance which ads and channels are leading to phone calls and which are not. You can make decisions faster and with more authority, tweak advertisement spending to better serve your goals, and leverage call recordings to convert more leads through a superior patient experience.

Call tracking can help end your agonizing over difficult marketing decisions by allowing you to watch the success of your campaigns in real time. **If your radio ads lead to a 300 percent increase in phone calls, you can invest more money in radio advertising with confidence.**

Chapter 3

How call tracking improves the patient experience



Call tracking also helps your reception team better connect with incoming callers. Sophisticated call tracking software can show your team more information about an incoming caller, such as the search term they used to find your practice. When your reception team already knows what a caller needs assistance with, they can deliver efficient help while multitasking in a busy reception area.

Call tracking includes call recording, which can then be used to provide better staff training. For example, let's say that front desk employees regularly receive calls about genetic testing, which is a highly profitable service you offer. Front desk staff may not understand how certain procedures work or be able to explain them to patients in plain language.

If front desk staff cannot answer frequently asked questions about genetic testing, callers may not want to book these services – or even basic services like physical exams – at your practice. Your advertising may have generated a strong lead, yet your front desk staff could not effectively convert the lead by providing helpful information.

Boost clinic revenue with call tracking in healthcare

Imagine that you could listen to five phone calls about diagnostic testing, review the handling of these calls, and show front desk staff where and how they could better answer patient questions. You might even prepare a diagnostic testing FAQ script that would make it easy for staff to discuss this test with callers.

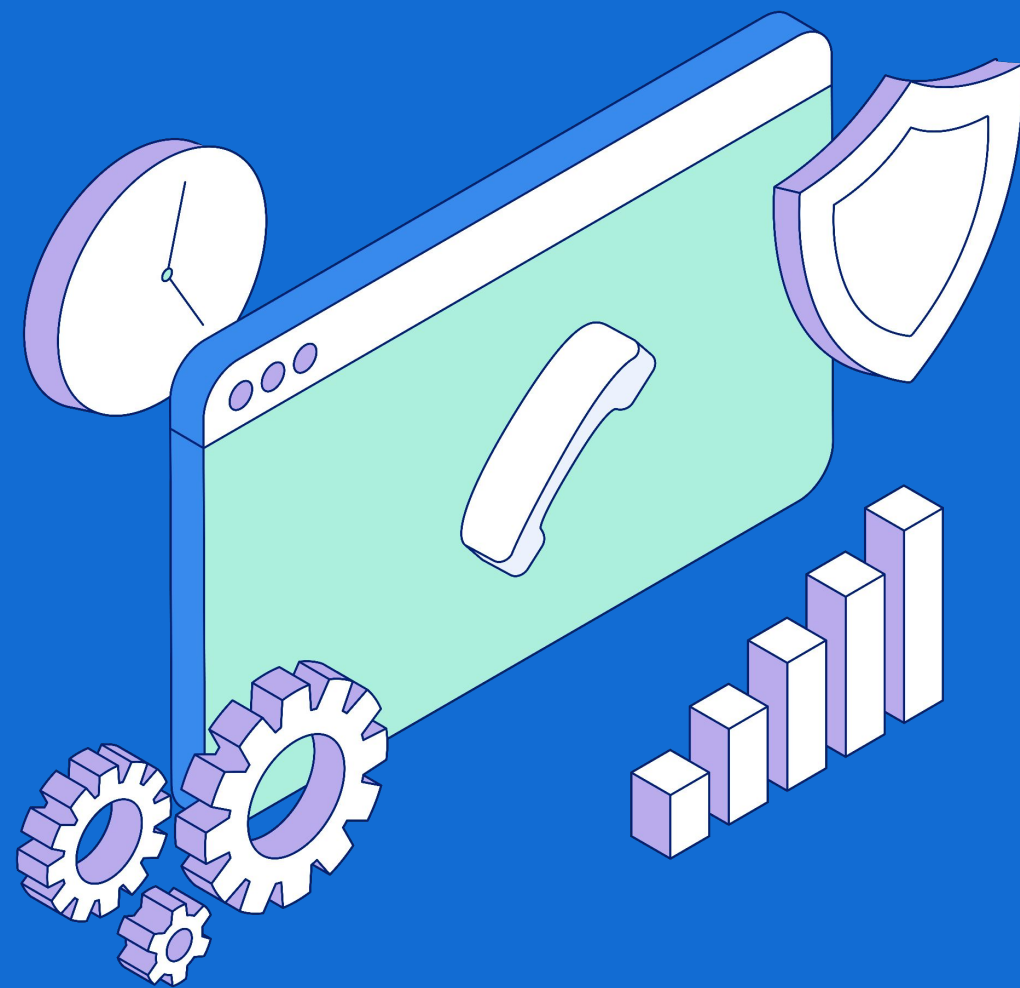
By recording calls, reviewing them, and acting upon insights to train staff in better handling patient inquiries, call tracking helps you increase over-the-phone bookings and your clinic's revenue. Patients will also feel better when they receive helpful information over the phone, and will retain a positive impression of your practice. Better patient experience increases patient satisfaction and loyalty. This in turn leads to more word-of-mouth referrals, which are invaluable for local businesses.

These are just a few use cases for call tracking in healthcare. There are many ways that call tracking can increase your practice's visibility and reach while streamlining patient management and reducing incoming caller and reception area wait time.



Chapter 4

How call tracking works



Call tracking software matches incoming phone calls directly to online and offline marketing campaigns, thereby taking the guesswork out of evaluating the success of marketing ads.

Dynamic number insertion

Using a technique called dynamic number insertion (DNI), call tracking software shows a specific phone number to every visitor, and depending on your setup, can even change according to the traffic source. This sophisticated form of call tracking allows you to see at a glance which marketing channels and keywords deliver high-quality leads over the phone.

With dynamic number insertion, you can assign a unique telephone number to every campaign, such as a search engine or a Yelp ad. A simple JavaScript installed on your website ensures that a specific phone number is shown to every visitor, which allows the collection of data about that visitor (referral source, page path, etc.) With DNI you can review which channels are driving phone calls.



Real-time inbound call data

If you don't want to dive into dynamic number insertion call tracking, you can get started quickly with static or source-level call tracking. Create a unique call tracking number for use in print flyers, radio or television advertisement spots, email marketing campaigns, or anywhere you choose. Use the phone number in your marketing campaigns and rely on the call tracking software to gather real-time data about inbound calls.

While dynamic number insertion is required for sophisticated analytics, even static call tracking will help you refine your marketing campaigns so you can increase the quality of leads and gain patients through smart ad spending.

Chapter 5

Getting started with call tracking



Call tracking is easy to set up yourself, even if you do not consider yourself tech-savvy. You can either choose a new telephone number or port your existing practice phone number into a call tracking system.

Your call tracking dashboard indicates the number of calls coming from each channel. Verified data on the number of callers delivered by each unique number not only shows you what's working, it gives you the hard data you need to make marketing and search engine optimization budget decisions.

After you learn the dashboard settings, checking campaign effectiveness is as simple as logging in and reviewing the numbers. If you outsource your marketing to a local firm, they can enable call tracking on your behalf and deliver analytics to you or walk you through using the dashboard so that you can analyze your call data yourself.

Chapter 6

Call analytics



Once you set up call tracking software for all your marketing methods, the system will automatically collect data as phone calls come in. To get the most out of your investment, you must examine the call data gathered or review reports put together by your marketers.

Start unpacking call tracking data by reviewing the following key metrics:

Number of first-time callers

If you simply look at the volume of calls, you will inevitably count existing patients who rely on a quick internet search or consumer review site like Yelp to look up your phone number.

Call tracking software allows you to compare the total call volume and the number of first-time callers. Make a point of seeing how many first-time callers a campaign reaches before you conclude its effectiveness.

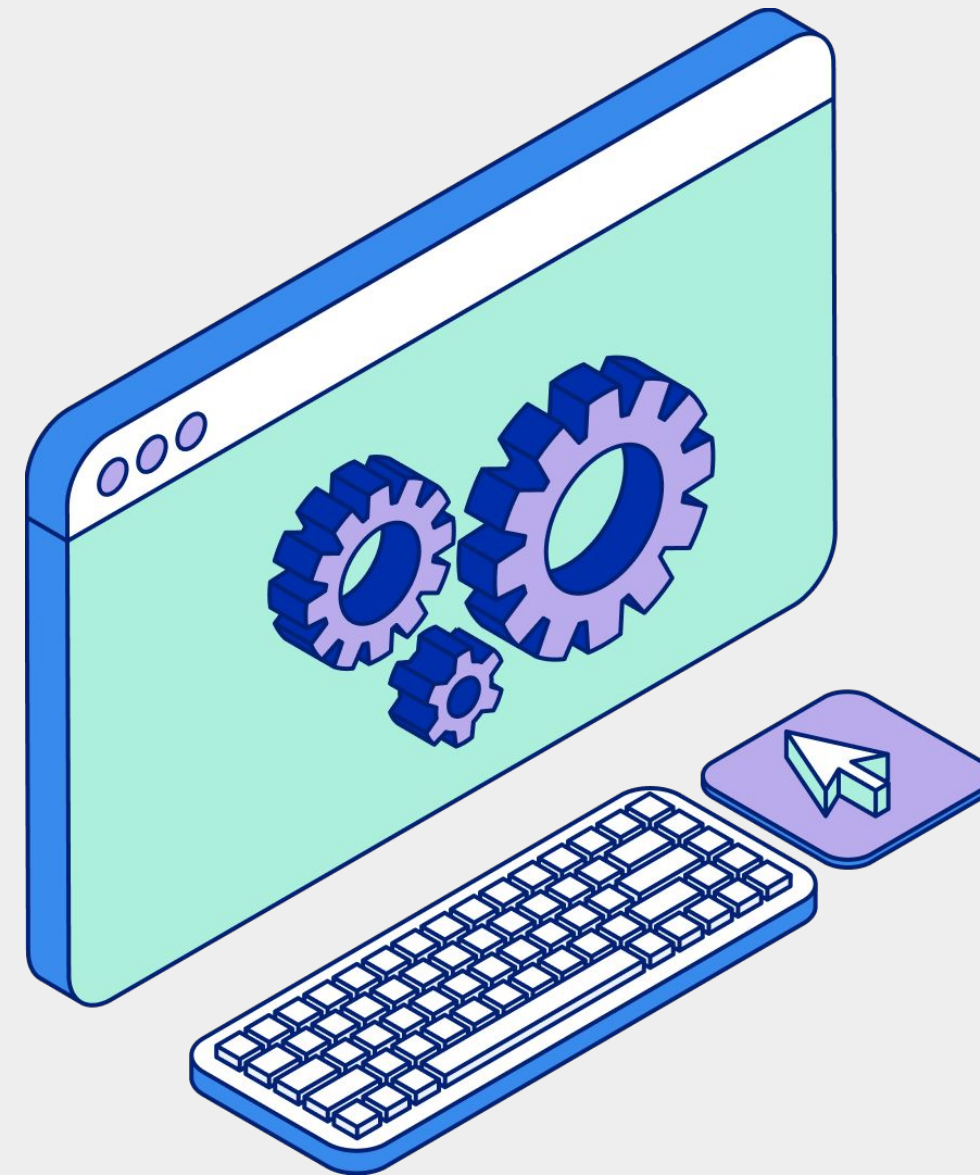
Keyword level tracking

When using dynamic number insertion, keyword level tracking can help resolve the question of what drives new patients to your website. If you offer a particular service, such as Botox injections, you will naturally want to know how many users search for keywords related to Botox.

Call tracking gives you another way to examine keyword effectiveness, in addition to using a web analytics tool. By reviewing web and call analytics, you can compare a given keyword's competition, price, and return on investment to see whether the term is worth its cost.

Landing pages

DNI call tracking can help you evaluate the effectiveness of your website landing pages by showing which pages drive calls. If your genetic testing landing pages convert three times the leads of other landing pages, that's important to know. Call analytics show where you are successful, so you can replicate what works.





Visitor timeline

To garner as much data from a single phone call as possible, take the visitor timeline approach. Call tracking software can show how a patient arrived at your website, which website pages they viewed before a phone call, and what actions they took on your website before, during, and after the call.

For example, a Google search for genetic testing returned one of your ads. A patient viewed the genetic testing page and your about page and then called to ask what insurance you accept.

Reviewing the visitor timeline shows that adding insurance information to the website will help patients determine if you accept their insurance, so they don't need to call and ask. This frees staff to devote more time to serving patients in your clinic or talking to good leads on the phone.

Lead quality

Healthcare practices need both a volume of patients and those patients to be of higher value. When it comes to those high-end healthcare services, what matters most is providing quality patient care and delivering services that patients want.

Not only can you see how many calls come from a given marketing channel, but you can also gauge the quality of the leads by seeing which channels promote the highest number of callers to book an appointment.

Call recordings also deliver valuable information about lead quality. Call tracking software allows you to mark calls as having a good lead/bad lead status based on the recorded call session. This can help you further refine your advertisement sources by seeing which channels deliver the best leads, not just the highest number of calls. If you find that Facebook ads do not deliver quality leads, you can end that campaign and funnel the money into a channel that delivers better leads.





Staff performance

When the waiting area is busy, reception staff may struggle to provide a high-quality patient experience both over the phone and in person. If new callers can't get through to speak with someone, they may reach out to your competitor. Call tracking features, like missed call reports will allow you to view at a glance how many of your calls are going unanswered or are being sent to voicemail so you can make necessary changes to staff availability.

Call recording helps you analyze the needs of callers and the performance of reception staff. If you find many callers have the same question – say, about hours or directions – you can add a service menu or a quick welcome message to the phone system. This eases the demand on your reception staff, keeps callers engaged, reduces the number of missed calls, and ultimately helps your staff provide better service to every patient.



Unlock your practice's growth with Call Tracking

Call tracking delivers the insights and information you and your front office staff need to grow your practice, increase your service bookings, and acquire new patients by smartly investing in marketing. Stop wasting time and money on efforts that do not pay off; instead, learn from quantifiable data and call recordings collected via call tracking, then replicate your successes to boost ROI. With actionable insights just a click away, why not get started with call tracking for your healthcare practice?

[Learn more](#)