

TNS Enterprise Branded Calling Helps Healthcare Organizations Reach their Patients

Patients are eager to make physicals and other medical appointments before the end of the year, especially those patients with expiring FSA funds, or who have already met their health insurance deductibles. But getting through to patients to confirm those appointments, send reminders and share health alerts can be challenging for healthcare organizations. In 2021, US consumers received more than 79 billion robocalls.¹

So how can a healthcare organization break through to their current patients, as well as reach new ones? TNS Enterprise Branded Calling can help. Adding brand information to call screens helps make call recipients more likely to answer the phone because they trust the caller.

Patients are failing to make and keep their appointments before the end of the year, increasing the importance of patient reminders and outreach.

\$3 Billion

US workers lose \$3 billion a year in FSA contributions by not spending it before the deadline.² The average person loses between \$339 and \$408 a year.

40%

More than 40% of US workers with FSAs forfeited at least part of their account contributions by missing the spending deadline.²

8%

It is estimated that only 8% of Americans undergo routine preventive screenings.³

78%

78% of Americans have postponed at least one medical service since the start of the pandemic.⁴

27% of those were annual physicals.

Customers Will Not Answer Unknown Calls, But They Will Answer Calls with EBC.

79%

Seventy-nine percent of consumers would answer the phone if they saw their healthcare provider's brand logo/name displayed on the incoming call screen.¹

65%

Sixty-five percent of US adults said they would be more willing to share personal information with their healthcare provider from a branded call.¹

58%

Fifty-eight percent of US adults would be more interested in doctor's offices or healthcare services from a branded call.¹

This figure increased to 63% when talking to 45 to 54-year-olds and a massive 74% from the 55 to 64 age group.

TNS' trusted and proven track record developing and delivering branded calling solutions to market means it is best positioned to help businesses improve their bottom line by facilitating an expedited lead-generation process and enhancing organizations' call agent productivity.

TNS Enterprise Branded Calling for Healthcare Organizations

In the Last 10 Years

TNS has delivered more than one billion branded calls across US wireless carrier networks.

TNS Enterprise Branded Calling delivers an exceptional customer experience.



Helps call agents reach customers in fewer calls, providing opportunities to make more calls throughout a business day. It also allows agents to deliver important information in a timelier fashion which helps drive patient brand loyalty and improves appointment attendance rates.



Helps facilitate an improved lead-generation process by converting qualified leads that originate through other channels such as the web, email and social media. With more brand information on the incoming call, the consumer may connect the call to earlier touch points and be more likely to answer the phone.



Designed to reduce costs and contribute to revenue growth for healthcare insurers by helping to achieve better business outcomes through improving call agent productivity and the caller experience.

To learn more about how TNS Enterprise Branded Calling can help your healthcare organization improve call answer rates, visit our website.

tnsi.com/enterprise-branded-calling/healthcare



1. Kantar Research
2. Everyday Money, 2022
3. Preventive Healthcare Policies, National Library of Medicine, 2020
4. TIME-Harris Poll, 2021

©2022, Transaction Network Services. All Rights Reserved.