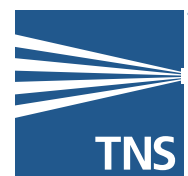


# Research Confirms Healthcare Consumer Demand Remains High for Branded Calling



An eBook from **TNS**

May 2025



# Executive Summary

Healthcare providers need to speak with their patients and customers, yet many may be ignoring their calls. This eBook presents the latest independent research that helps to explain why people can be reluctant to take calls from their medical center, hospital, pharmacy or other healthcare professionals. Our report for healthcare organizations offers valuable insights into attitudes to branded calling and points towards the steps that organizations can take to improve their answer rates, increase engagement and boost customer and patient communications.

## Introduction

Whether it's to confirm an appointment, get an update on a medical issue or discuss a prescription, person-to-person communication between healthcare organizations and their customers is vital. Yet, many of these conversations are not happening as quickly as they could because of a reluctance to answer the phone.

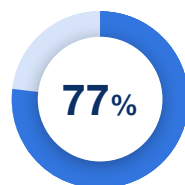
New independent research commissioned by Transaction Network Services (TNS) has found that 72% of US adults never answer a phone call from a number they don't recognize, compared to 68% in our 2023 research.

This growing refusal to pick up the phone to unidentified callers can be a sensible precaution against scam calls, but for 'high-touch' healthcare organizations that heavily rely on voice calls to support their patients and customers and provide essential updates, it is a problem.

Solutions, such as TNS Enterprise Branded Calling, help by displaying a healthcare organization's name and logo on patients' and customers' incoming call screens. Only authenticated calls can display rich content, such as logo and/or call reason.

By reassuring people that a call is from their doctor's office or hospital, branded calling can help people to trust voice calls and improve healthcare providers' answer rates, call durations and engagement with customers.

This eBook reveals the results of this survey-based research and considers how healthcare providers can protect their customers and patients through branded calling solutions.



**Seventy-seven** percent of adults would be more willing to answer a call from a healthcare provider if the name and logo showed on their incoming call screen.





## The Scams That Make Us Unwilling To Answer

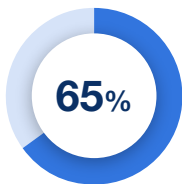
The prospect of spam and fraud calls has left many people unable to trust unidentifiable phone numbers.

One example of a healthcare scam is the \$6400 [Health Subsidy Scam](#) where bad actors try to fool people into believing they can claim a subsidy and free healthcare.

When we don't recognize the number on our incoming call screens, the suspicion that the caller could be a bad actor hoping to scam us out of money or access our personal details is often high.

When presented with unknown numbers, 72% of adults say they will not answer the call. This number is highest among 45 to 54-year-olds, with 75% of that age group saying they never answer.

In terms of the types of scams an unknown caller might present, health insurance is one that affects many people; nearly two in three US adults (65%) say they received at least one health insurance robocall scam during the 2025 open enrollment, compared to 62% receiving these in the 2023 open enrollment.



**Sixty-five** percent of adults would prefer to use the phone, ahead of using text messaging, apps or a website, to talk with their healthcare provider.

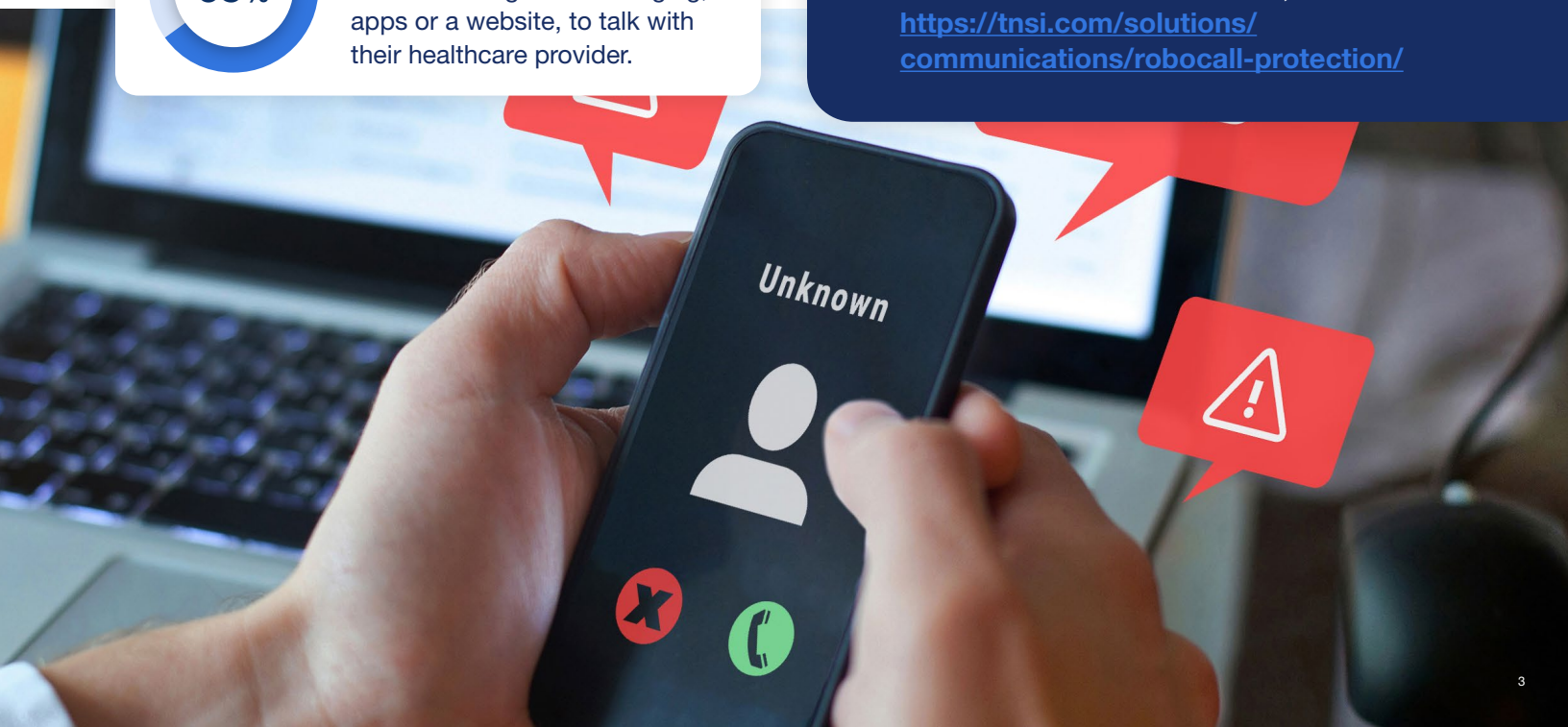
The number of people receiving health insurance robocall scams rises to 67% among Generation Z consumers (those born between 1997 and 2009) and 68% among respondents living in the south of the US.

In the meantime, many appear to be fighting back, with 43% of people saying that they have submitted a robocall complaint to their state's Attorney General, the Federal Trade Commission (FTC) or the Do Not Call Registry in the last 12 months. This is a huge jump from 2023, when 28% of people had submitted a robocall complaint.

This number is highest among 25 to 34-year-olds, with 57% saying they have taken one of these actions, compared to 33% of this age group in 2023.

### A Leading Force on Robocall Protection

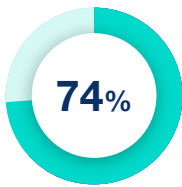
Working with more than 500 operators and over 1.5 billion daily call events across hundreds of carrier networks, TNS analytics generates the most accurate and comprehensive industry datasets simply because we see far more traffic than virtually any telecom enterprise in North America. For more information, visit <https://tnsi.com/solutions/communications/robocall-protection/>



## Branded Calling Preferences for Healthcare Providers

The potential for high answer rates when healthcare organizations use branded calling is strong.

More than three in four (77%) of survey respondents say they would take a call from a healthcare provider if it used branded calling, and this goes up to 80% among both 25 to 34-year-olds and 35 to 44-year-olds, who agree they would answer if a healthcare organization branded its calls.



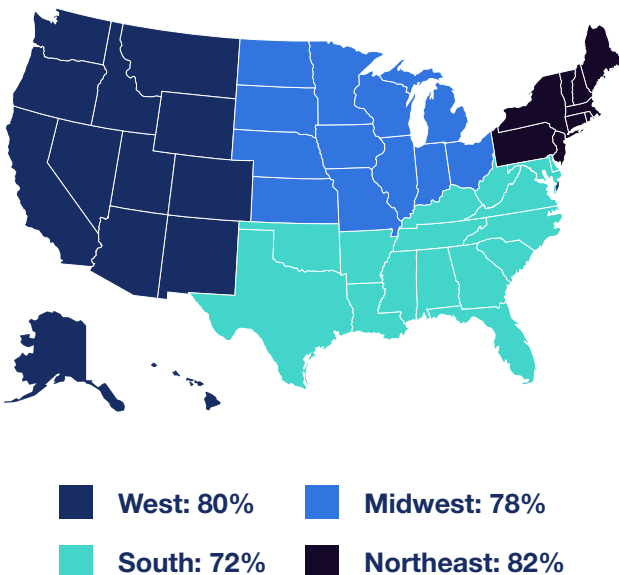
**Seventy-four** percent of 55 to 64-year-olds say they would choose to phone back rather than text or engage via an app or website if they missed a wanted call from a healthcare organization.

When it comes to missed calls, 53% of people say they would choose to phone back rather than text or engage via an app or website if they missed a wanted call from a healthcare organization. This rises to 74% among 55 to 64-year-olds.

A nationwide healthcare provider converted to a live service of TNS Enterprise Branded Calling following a pilot, which resulted in a 41% increase in answer rates. This organization uses voice calls to better understand patients' care needs and to mitigate the risk of unnecessary hospital admissions.

Regionally, the response is highest among people living in the northeast of the US, with 82% saying they would answer a branded call from a healthcare provider.

**Percentage of people willing to answer a call if a healthcare provider displays its name and logo on the incoming call screen**

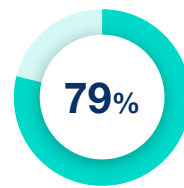


## Sharing Information With Healthcare Providers

Sharing personal information over the phone can feel risky if the identity of the caller is unknown, but when recipients are confident of the identity of the organization calling, they are more likely to do this.

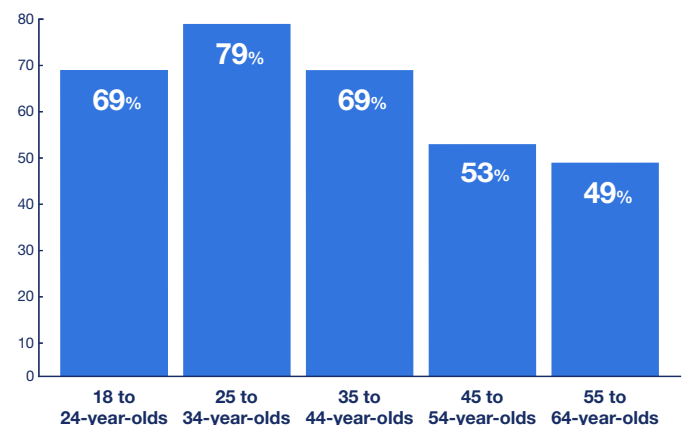
When asked if they would be more willing to share personal information with a healthcare provider if their name and logo were displayed on the incoming call screen, 64% of respondents said yes.

Willingness to share personal details on calls branded by a healthcare provider is slightly higher among men, with 66% saying they would do this, compared to 62% of women. The age group most likely to do this are 25 to 34-year-olds, at 79%.



**Seventy-nine** percent of 25 to 34-year-olds say they would be more willing to share personal information with their healthcare provider if the incoming call is branded with their logo and name.

**Percentage of people willing to share personal information with healthcare providers if the phone call is branded**





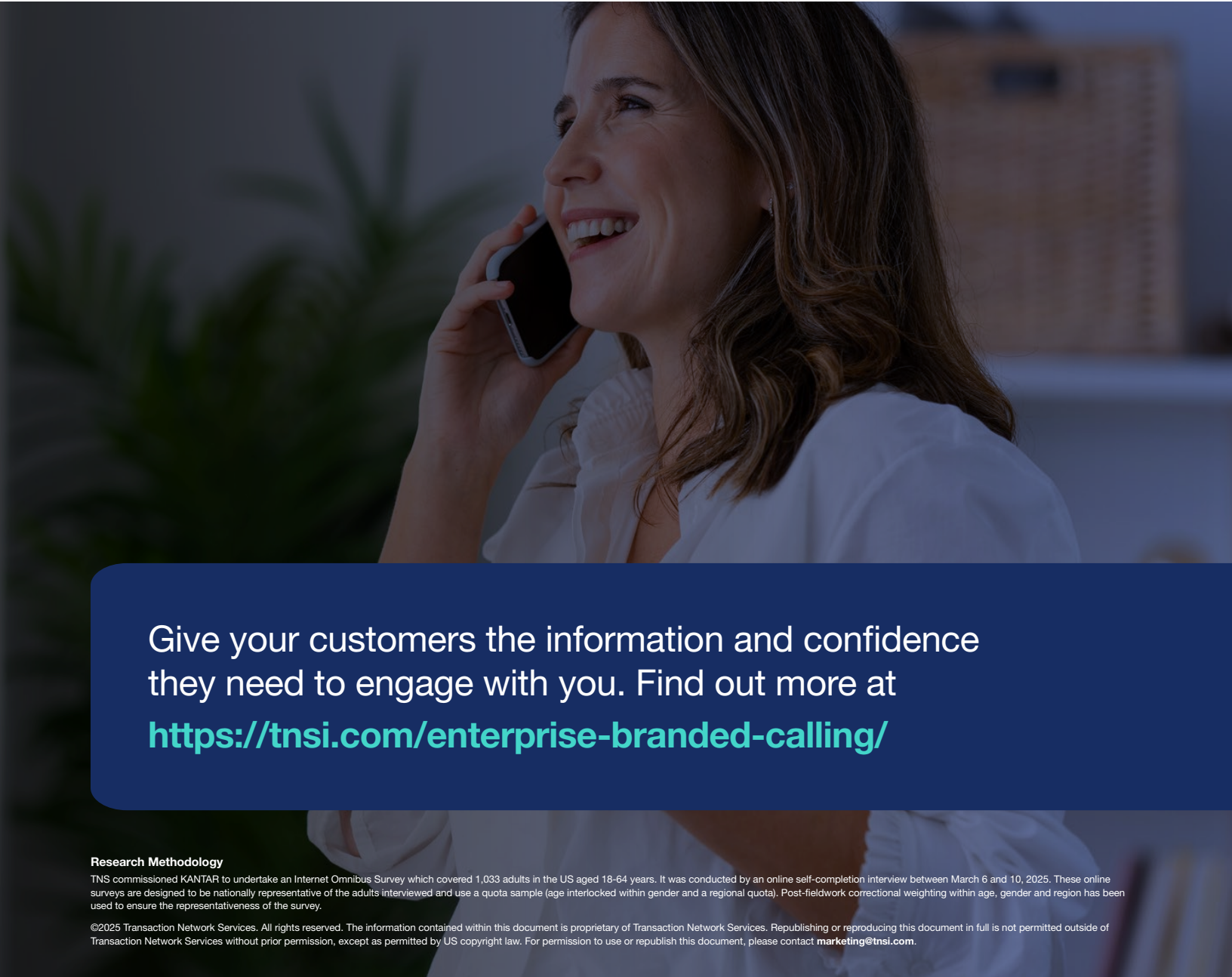
## Why TNS Enterprise Product Suite?

Established more than 30 years ago, TNS is a market leader in call analytics and robocall mitigation, supporting thousands of organizations across more than 60 countries. With 10 years of call identification experience, TNS handles over 1.5 billion daily call events from over 500 operators and has facilitated two billion+ branded calls.

TNS Enterprise Branded Calling allows organizations to provide helpful, rich branded call information on an incoming call screen, empowering the receiver with the confidence to answer. This helps them improve call durations

and increase answer rates, all while gaining an advantage over competitors who may not yet have deployed the technology.

TNS Enterprise Authentication and Spoof Protection solutions help solve the problems caused by call spoofing by leveraging industry standards and APIs to authenticate calls and ensure only legitimate, verified calls are delivered with branding to consumers, helping organizations protect consumers, restore trust and protect their reputations.



Give your customers the information and confidence they need to engage with you. Find out more at <https://tnsi.com/enterprise-branded-calling/>

### Research Methodology

TNS commissioned KANTAR to undertake an Internet Omnibus Survey which covered 1,033 adults in the US aged 18-64 years. It was conducted by an online self-completion interview between March 6 and 10, 2025. These online surveys are designed to be nationally representative of the adults interviewed and use a quota sample (age interlocked within gender and a regional quota). Post-fieldwork correctional weighting within age, gender and region has been used to ensure the representativeness of the survey.

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