Answering Service for Doctors â€“ Understanding Three Facts about People

by John Austin

Article published on March 5th 2012 | Business

Answering service for doctors is crucial. Here, we are not dealing with a customer who wishes to buy your product or inquire about it. The caller, in this case, is a patient who either needs urgent medical help, or is inquiring about health-related issues. Even a single missed call can become a matter of life and death for somebody.

Fact #1: People Hate to be Put on Hold

When somebody is put on hold for more than 10 minutes, they are likely to get irritated and look somewhere else. For a business, this can be a great loss. For a doctor or hospital, it can be a blot to their reputation and credibility. There is no denying the fact that words spread by the mouth are more effective. If the customer, who was put on hold, turns out to be a social butterfly or somebody renowned, you can well expect the news of your â€œinefficiencyâ€• to be spread like wildfire.

One of the basic purposes of installing answering service for doctors is letting the patients know that they are valued and cared for.

Fact #2: People Remember you When They are Greeted Warmly

There is a reason why answering services are slowly taking over voice mails or answering machines. A cold voice of the machine that repeats the recorded message fails to touch people. When a patient is dying of a disease, this is the last thing he or she may want. Instead, a warm, friendly voice that shows eagerness to help may do wonders to the caller.

Remember, we are dealing with ill and distressed people here. Some of them might be frustrated, depressed, or in panic. A machine cannot feel human emotions. Only a real person on the phone can. Perhaps here lies the secret to the popularity of healthcare answering service. The service deploys live people who are trained to talk to the patients and comply with the hospitalâ€™s protocol.

Fact #3: Patients Expect Doctors to be Available 24Ã—7

Like it or not, you must face this fact. When a person is ill or suffering, he or she wants somebody to be with them round the clock. When they know they can call the doctor any time, they are better able to handle their panic. This holds particularly true for the patients suffering from mental disorders. An answering service for doctors is the solution.

One of the qualities of a good doctor is empathy toward their patients. They need to understand that the patient is passing through a phase of â€œdis-ease.â€• They are not in a position to deal with voice mails asking them to call later or wait till they transfer the call to the right person. They are neither in a mood to talk to some receptionist who knows nothing about medicine.

If a patient has to deal with any of the above situations, he is immediately put off and would like to contact another health care provider. This hits your reputation, which is one of the most important assets of a doctor. An answering service for doctors can prevent such disasters. The service, in fact, allows doctors to focus on the patients rather than on the phone.

Article Source:
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John Austin - About Author:
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Article Keywords:
Healthcare Answering Service, answering service for doctors, Answering service

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