Phones: The Blind Spot in Your Growth Strategy







Practices Grow One Call at a Time

Even as digital booking grows, phones remain central to patient access: 69% of new patients contact practices by phone.[1] Phones drive both new patient acquisition and retention, serving as the first touchpoint for scheduling, follow-up care, billing, and patient questions. Missed calls mean missed revenue and when patients can't get through, 54% delay care and 34% give up on the appointment entirely.[2]

The Hidden Growth Gap

Yet many practices with high call volumes, staffing constraints, and long hold times have historically lacked visibility into phone performance. This means that while practices may invest heavily in driving patient demand, they often lack the insights and call-handling capabilities needed to maximize appointments, revenue, and the patient experience.

Practices often monitor answer rates, hold times, call volume, call reasons, and abandonment, yet these metrics rarely tell the full story. They're often based on staff reporting and lack the granular insight needed to drive growth-oriented action.

> One national medical practice believed answering 99% of calls meant patients were served effectively. In reality, based on an independent analysis, fewer than 50% of calls transferred to the front desk resulted in scheduled appointments – and more than 25% of incoming calls went to voicemail or were abandoned while on hold.

AI voice agents, like Zo by Zocdoc, are transforming the phone into a growth driver – eliminating hold times and abandoned calls and helping practices book more appointments.

When patients can't reach the office

34%

of patients give up entirely



Your digital marketing investment is tracked to the last click – but what about the calls it generates?

1. 2024 Liine Specialty Healthcare Marketing Annual Benchmark Report
2. 2025 Zocdoc commissioned Censuswide. Online survey of 1,000 U.S. consumers aged 18+.

How to spot the cracks in your call flow

To unlock stronger performance and consistent growth, practices must first gain true clarity on how every call is handled. From working with thousands of practices, Zocdoc knows phone opportunities often reveal themselves outside of dashboards. Sometimes the signs are dramatic – a frustrated patient once tracked down a CEO's direct line just to book an appointment – but more often, they're subtle.



Looking beyond the numbers, how are patients experiencing your practice today?

The key is knowing where to look:



Listen to what patients are saying

Patient feedback provides an unfiltered view of phone performance. Track signals from reviews, surveys, and casual comments to uncover patterns like long hold times or difficulty reaching the office before they become bigger issues.



Step into your patient's shoes

Experience your phone system as a patient would, especially on Monday mornings or during lunchtime. Evaluate how quickly calls are answered, whether they are routed correctly, and how easily scheduling requests are completed to reveal real world drop-off moments.



Map out the ideal journey

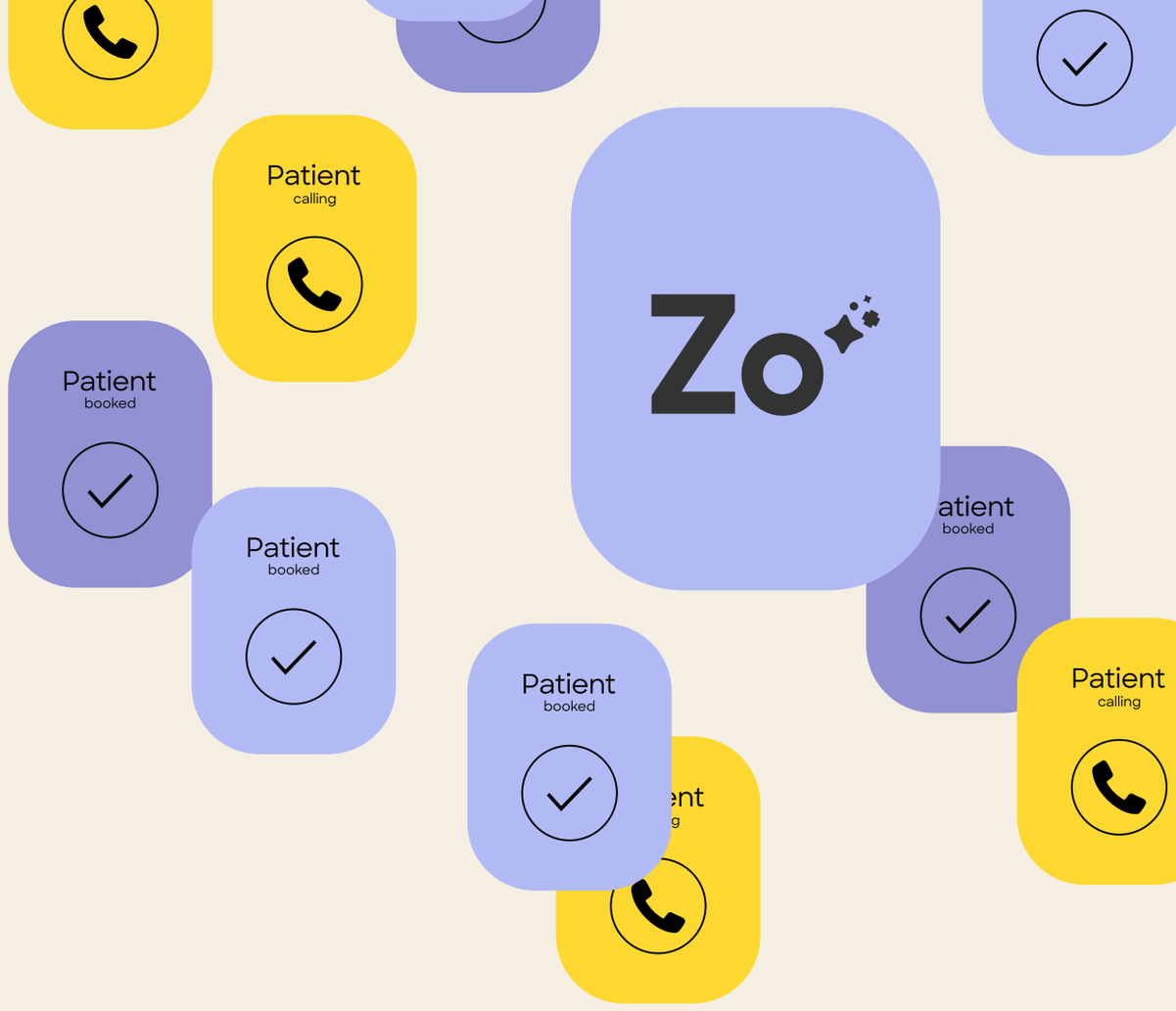
Review your current call routing and design an ideal flow to serve patients more efficiently. As practices grow, lines and menus can become tangled. A well-mapped flow routes high-value or urgent cases to skilled staff while continuing to handle routine appointments quickly and consistently.

Forward-looking practices are using this approach to uncover hidden opportunities and redesign access strategies for growth. As part of this shift, many are turning to AI voice agents to deliver measurable impact – reducing abandoned calls and strengthening call-to-appointment conversions, especially for high-value patients.

Capturing Every Call with AI Voice Agents

AI is transforming healthcare operations, and the phone is where the impact is most immediate. AI voice agents ensure every call is answered and every opportunity to book is captured—day or night.

> **“AI agents will soon feel akin to businesses having a website.”**
>
> Oliver Kharraz, CEO, Zocdoc



Leading AI voice agents like Zo pick up on the first ring, 24/7. Routine tasks are automated, while complex calls receive a warm handoff with full context. Because AI voice agents can handle unlimited calls simultaneously, practices scale without adding staff or compromising patient experience.

AI phone voice agents are most effective when used to complement, not replace, staff. They can manage high-volume, repetitive tasks, freeing staff to focus on complex issues that require human judgment and empathy. This combination improves patient access, reduces frustration, and allows staff to dedicate their time to higher-value work – ultimately helping practices capture more appointments, strengthen patient relationships, and drive sustainable growth.

The payoff is clear: improved access and patient satisfaction translate into more captured appointments, deeper relationships, and a phone system ready to scale.

Why Leading Healthcare Practices Choose Zo

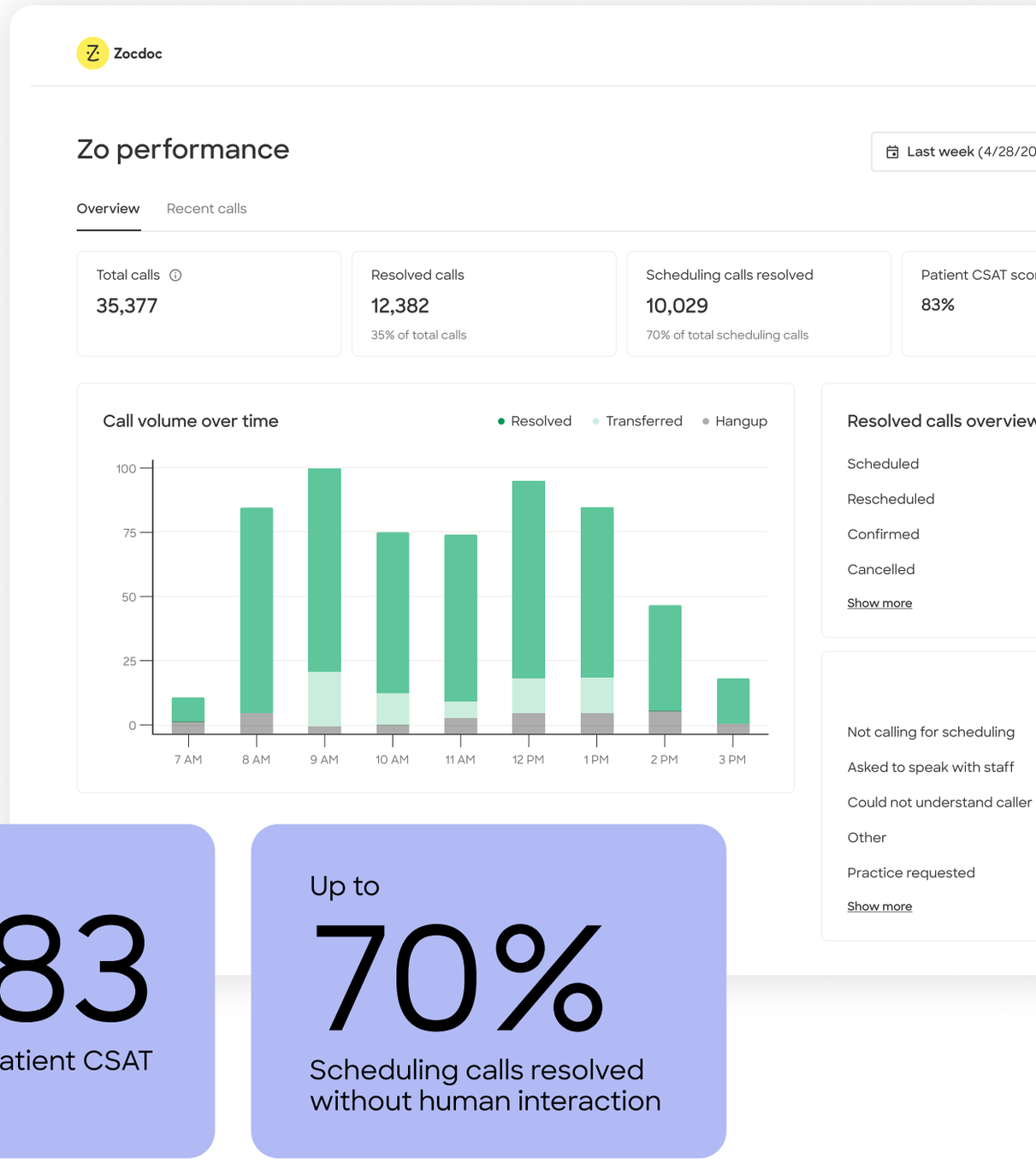
Zo is a recognized industry leader among AI voice agents – built to deliver measurable practice growth. Unlike generic AI bots or legacy phone trees, it’s designed specifically for healthcare, tuned to the nuances of patient scheduling. By eliminating hold times and abandoned calls, Zo helps practices capture more appointments while freeing staff to focus on complex, high-value work.

Zo combines advanced analytics, thoughtful scheduling design, and seamless integration to deliver measurable impact:

- **Advanced analytics:** Clear visibility into answer rates, hold times, and outcomes
- **Scheduling designed to reduce drop-offs:** Routine appointment tasks scheduled instantly, turning more calls into booked appointments
- **Unlimited capacity:** Thousands of calls answered concurrently, without delay
- **Patient-first design:** A human-like experience, no confusing menus, no long waits
- **Seamless integration:** Works with existing practice systems and scheduling rules

Practices using Zo aren't just experimenting with AI — they're seeing results: up to 70% of scheduling calls resolved without staff, reliable data for every call, and CSAT scores consistently above 80. An independent study ranked Zo the #1 AI voice agent for call-to-appointment conversions, outperforming competitors.[3] Unlike traditional systems — where roughly 11% of calls are missed during business hours — Zo answers 100% of calls, day or night.

Behind Zo stands Zocdoc. With nearly two decades of expertise in healthcare scheduling, EHR integration, and patient-provider engagement, Zocdoc brings the insight and infrastructure that make Zo the category leader. This proven foundation ensures that practices adopting Zo gain not only best-in-class AI technology, but also the confidence of a partner who has helped thousands of providers scale and grow.



83
Patient CSAT

Up to
70%
Scheduling calls resolved without human interaction

What practices are saying:

QUALDERM PARTNERS™
A SKIN & AESTHETICS WELLNESS FAMILY

"We're in a technology-driven world where patients have a high standard for getting what they want immediately. With Zo, patients get what they want faster."

– Qualderm Partners

brush365
DENTISTRY WITH INTEGRITY

"[With Zo] we had a 50% decrease in missed calls. These calls are now turning into appointments."

– brush365

SINY DERMATOLOGY

"With Zo, patients don't have to wait and we don't miss calls. We can more efficiently support patients over the phone while improving satisfaction — without expanding our call center footprint."

– SINY Dermatology

3. Liine. 2025. "Inaugural AI Phone Agent Benchmarking."

Learn more

Discover how Zocdoc delivers growth you can count on.
Scan to learn more about Zo and all of our products.

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