

## How a Leading Hospital Solved its "Missed Appointments" Problem with Assertion Call Branding Solution



### The Challenge

Missed appointments, or "no-shows," are a significant revenue drain for hospitals and healthcare providers. With an average cost of \$264 per missed appointment and an industry-wide no-show rate of 22.3%, a typical clinic seeing 22 patients but only 17 due to no-shows loses \$1,325 in revenue per day – over \$350,000 annually per doctor. For managed care organizations that can't pass along these costs, the stakes are even higher, with Medicaid patients having an alarming 41% no-show rate.

**Overall rate of missed hospital appointments was 22.3%** Source : [National Library Medicine](#)

Beyond the financial impact, missed appointments create dangerous delays in care, worsening conditions as patients await rescheduled visits. This reduces quality of life and drives up long-term healthcare costs through preventable complications and emergencies.

### The Root Causes

Studies cite common reasons like forgetfulness, confusion over appointment details, lack of transportation, work conflicts, and personal illnesses. However, one key factor stands out: long wait times for appointments, currently averaging 29 days, increase the likelihood of simply forgetting the scheduled date.

**\$150Billion is the amount lost by hospitals due to missed appointments.** Source : [Frontiers](#)

### Traditional Tactics Fall Short

Hospitals have tried SMS reminders, phone call reminders, overbooking, missed appointment fees, and online cancellation tools to combat no-shows. Phone reminders were the most effective – until recently when the proliferation of spam and scam calls caused most people to stop answering unknown numbers, rendering this tactic useless.



22 Daily  
Appointments



22.3% Missed  
Appointments



5 Missed  
Per Day



\$264 Avg. Value of  
Each Appointment



\$1325/day x 260  
working days

**= \$350,000 Annual Lost Revenue Per Doctor**

## The Solution

A leading national hospital turned to Assertion's Identity Assurance solution to revive the effectiveness of appointment reminder calls. By branding outbound calls with the hospital's name for appointment reminder purposes, patients could see the calls were legitimately from their provider about an upcoming visit.

Assertion's solution enabled:

- Branded calling campaigns uniquely configured for each department/location
- High call answer rates across all major U.S. mobile carriers
- Reputation management to prevent mislabeling as "scam likely"

## The Result

After deploying Assertion's Identity Assurance, the hospital's no-show rate plummeted from 21% to under 15% – decreasing daily missed appointments per doctor from 4.62 to just 3.3 on average. This dramatically improved operational efficiency while enhancing patient satisfaction and care quality.

The financial impact was equally impressive: an estimated \$90,948 in recaptured revenue per doctor per year. With over 100 doctors in its network, the hospital realized a \$9 million annual topline boost simply by ensuring its appointment reminders reach patients.

In solving its missed appointments challenge, the hospital delivered wins for every stakeholder:

- Increased revenue and profitability for the organization
- Higher job satisfaction for doctors and staff
- Better care experiences and outcomes for patients
- Optimized use of resources and schedules across the system

This leading hospital successfully branded and authenticated its appointment reminders by partnering with Assertion, overcoming a crucial communications challenge to drive dramatic operational and financial improvements. Assertion's Identity Assurance solution provided a simple yet powerful tool for recapturing missed revenue, elevating care quality, and creating a better experience for patients and providers alike.

### About Assertion Identity Assurance

Assertion Identity Assurance is a smart call branding solution that brings trust back to the phone call. With robust security and background screening, only enterprises that legitimately own a brand can publish it via our platform. Branding each call greatly increases the trust and the chance of customers answering your phone call. With the ability to get user consent and launch a call at their preferred time, you get industry best answer rates, and your customers do not see your call as “scam likely”.

Get **50% more call connects** and closures on outbound calls with Assertion Identity Assurance. Get warm leads by collecting user consent & launch the call at the user's preferred time to get the best chance of connecting with the user. Stand out from the competition with personalized and full-screen graphics branding of the call.



Watch the video to see it in action

Brand Your Calls Today with Assertion to Build Trust and Increase Your Conversions!