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## What shows up on the caller ID when PRC calls a patient?

We always want to ensure patients feel comfortable answering the phone and talking to us about their healthcare experience, so we are constantly exploring the best way to achieve high response rates.

In the past, PRC used an 800 number because it allowed respondents who had questions about the call to contact us back without incurring a long-distance fee for the patient.

Today, a local number from the respondent's community is displayed, not an unfamiliar 800 number. In other words, if we are calling a phone number with an area code of 707, the phone number displayed is a PRC phone number that has a 707 area code. However, others have caught on to the notion of using a number that matches the patient's area code, and phones are now flooded with political and solicitation calls. Additionally, the text appearing with a local phone number varies based on factors including, but not limited to: local telephone company, Caller ID device, cell phone versus land line, and the individual cell phone's settings. Therefore, there's no way to completely predict what text your patients will see when we call with a local phone number.

Once a patient does answer the phone, 85-90% of them will complete a survey with PRC. Our ongoing research to ensure patients feel comfortable talking to us about their healthcare experience has led to innovation in our caller ID approach.

We can now use an under-utilized phone number from your hospital to call patients for your healthcare surveys. By utilizing a number from your hospital that forwards to PRC when called back, we provide familiarity for the respondent, an explanation for the call, and PRC can handle any of the respondent's additional questions with our professional trained staff. Talk to your service team to discuss how we can do this for you.

### IMPROVE RESPONSE RATE BY COMMUNICATING WITH PATIENTS

The challenge of reaching your patients is made easier if patients are aware of a potential call from PRC. If you would like a copy of our Patient Communications Toolkit, containing customizable fliers that inform patients about a potential interview, please contact your Production Specialist.

