

Marchex for Healthcare

See which calls turn into appointments — and how to capture more of them



Marchex provides conversation intelligence built for healthcare, so you can stop guessing, reduce wasted spend, and close more high-intent calls without drowning in recordings.

The Gaps We Expose



Leads lost at the front door

New patients call, but staff, routing, or process breakdowns stop them from booking



Silent missed opportunities

Calls that are short, mishandled, or abandoned—never tracked, never recovered



Marketing blind spots

Budgets shift on clicks and impressions, not on real patient outcomes



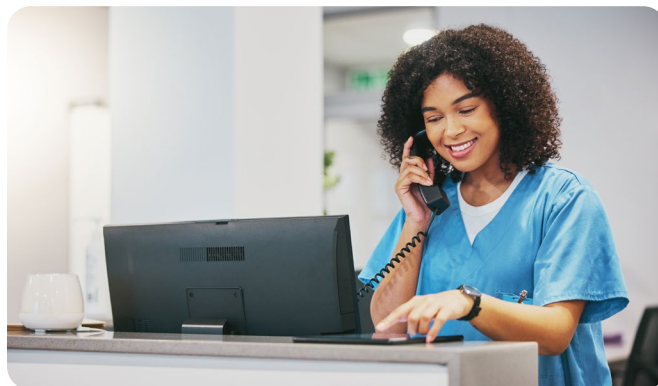
Friction that drives patients away

Long hold times, IVR loops, unanswered insurance questions, staff who don't overcome objections

Bottom line being: The Impact? Millions in wasted spend, empty schedules, and patients who leave for competitors after a poor phone experience.

Conversations Are the Front Door to Care

Every new patient, inquiry, or admission often begins with a call. But without visibility into how those calls go — what was asked, whether insurance was accepted, whether the staff handled objections — your marketing, operations, and staffing decisions remain a guess. Marchex closes that gap by turning every call into a rich data point, enabling your team to extract real business intelligence.



The Stakes Are High

Here's what we see in healthcare today (from [Healthcare Business Today](#)):

4.4

Average hold time in minutes at healthcare call centers, far exceeding ideal targets

~52%

First Call Resolution (FCR), meaning many patients must call back to complete their request

A mere **7%** abandonment rate on **2,000** calls = **~140** missed calls, leading to

\$40–50k+

in potential lost revenue daily

Patients with negative phone interactions are

4x

more likely to switch providers

Missed appointments and grip friction cost the U.S. healthcare system

\$150b

annually

You can't afford to let conversation intelligence be a "nice to have" — it's rapidly becoming table stakes in patient experience and competitive differentiation.

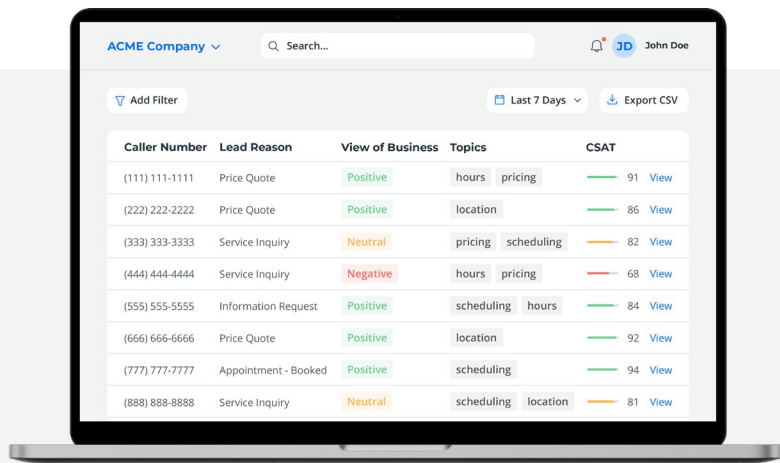
Proof in the Field

LifeSpire of Virginia used Marchex to uncover which marketing campaigns were driving qualified resident inquiries, surface previously untracked leads, and tighten coaching across staff. The result? Maintained industry-leading occupancy and better cost efficiency.

"The Marchex platform makes it easy to manage our numbers and gives us the detailed data to act on."

Peter Robinson

CHIEF MARKETING OFFICER
LifeSpire of Virginia



The screenshot shows the Marchex software interface for 'ACME Company'. It includes a search bar, a filter dropdown, and a table of call data. The table has columns for Caller Number, Lead Reason, View of Business, Topics, and CSAT. The data is filtered for the last 7 days and can be exported as a CSV file.

Caller Number	Lead Reason	View of Business	Topics	CSAT
(111) 111-1111	Price Quote	Positive	hours, pricing	91 View
(222) 222-2222	Price Quote	Positive	location	86 View
(333) 333-3333	Service Inquiry	Neutral	pricing, scheduling	82 View
(444) 444-4444	Service Inquiry	Negative	hours, pricing	68 View
(555) 555-5555	Information Request	Positive	scheduling, hours	84 View
(666) 666-6666	Price Quote	Positive	location	92 View
(777) 777-7777	Appointment - Booked	Positive	scheduling	94 View
(888) 888-8888	Service Inquiry	Neutral	scheduling, location	81 View

Built for Healthcare

- ✓ HIPAA-ready architecture & SOC 2 Type II compliance
- ✓ Tailored models for healthcare multi-site systems
- ✓ Trusted across the continuum of care by providers and operators

See How Your Team Can Capture More High-Value Calls

Explore how AI-powered insights help healthcare providers retain patients, improve CSAT, and reduce missed opportunities.

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