RINGRx

Blocking Spam and Managing Call Safety

RingRx blocks unwanted calls and spam to boost privacy, security, and productivity.

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Introduction

Here we go again: Another robocall.

Your team is already overstretched as it is, and here they are, stopping everything to grab what looks like a normal incoming patient call, only to find out their time was just wasted. And now they have to try to jump back into whatever they were doing, just when they get interrupted again by yet another spam call.

While it may feel like it just applies to your office, the truth is that this scenario happens daily at every practice in the United States. Spam calls and robocalls have been dramatically on the rise over the past several years, with more than 2,700 robocalls now placed every second (totaling more than 1 billion weekly)! An average spam call lasting around 45 seconds can come to hours wasted each month.

Perhaps more significantly, four of the top five categories for scam calls in 2023 were health insurance, medical, pharmacy, and general insurance—all highly relevant to medical offices and practices. Medical practices are frequent targets for scams, especially phishing and information-seeking schemes. These scams can trick office staff into releasing patient information under the guise of legitimate requests. Such breaches can erode patient trust, necessitate costly remediation measures, and potentially lead to HIPAA compliance violations.

Did you know?

More than 2,700 robocalls are placed every second in the U.S., totaling over 1 billion weekly.

Spam calls don't just waste time. They're a serious threat to patient trust and HIPAA compliance.

Not to mention logistical challenges—if your phone lines are routinely taken up by spam and robocalls, it makes it that much more difficult for actual patients to get through to you. Asking staff to wade through irrelevant calls takes up productive time that can be used for other work and negatively impacts their morale, frustrating and wearing down your team.

So the question is not whether spam and robocalls will affect your business - they already are. The question then becomes: What can you realistically do about it? Here at RingRx, we have some suggestions.

Defining Terms

First, though, it's important to be clear on terms. While you're probably already dealing with unwanted communications, it's sometimes helpful to be clear about which annoying and potentially dangerous outreach you're receiving to understand how best to counter it.

Robocalls: These are automated phone calls that play a recorded message when you answer. Robocalls are made by computers using phone lists and usually target a very wide number of people.

Spam calls: Technically, a spam call is an unsolicited phone call, but in today's world, these calls are often from numbers that have previously been flagged by carriers and providers as having been used for unwanted mass marketing efforts. A number of spam calls are actually also robocalls - using recorded messages - but there can also be a human at the other end of the line when you pick up who tries to sell you something or, worse, manipulate you.

Scam calls: A scam call is a fraudulent call that is trying to get personal or other confidential information from you so they can defraud you - in most cases, for money. So, while a spam call can be (and in quite a few cases is) from a legitimate organization or company, a scam call is always illegitimate.

Spoofing: Spoofing refers to phone number spoofing, which is when callers disguise their incoming call numbers as something familiar to their targets - in essence, "spoofing" safe numbers. These will often be from your business's area code or even using the first three digits of your number or numbers of your contacts. In some cases, spoofers can get hold of your client or vendor lists and make it appear the call comes from their exact numbers. In any case, the spoofer's strategy is to make it look like you are getting a call from someone you actually know, thus making it far more likely your team will pick up the phone and listen to their spam or scam.

Call Screening

So now we know what we're dealing with. And while all of that may make you want never to pick up a call again, most medical providers simply can't afford to let the phone ring unanswered. In fact, each day, the typical provider receives more than 50 inbound calls - usually requests for appointment scheduling, prescription refills and questions related to patient health or concerns. Primary care practices receive between 150 to 300 calls weekly, with about half of those relating to clinical issues.

On top of all that, the average practice already misses around one-third of its incoming calls, so intentionally not picking up the calls you can catch may not be an option. Being able to screen incoming calls to assess the likelihood of them being actual business calls and not marketing or scams sounds great, but unfortunately, for many offices, that screening process still begins with a human taking the first step. However, what if you could automate that process and know which calls were actual patients and which were spam before ever picking up the phone?

> Technological tools can give your organization an edge - **saving time, resources, and even sanity.**

This is where technological tools can help give your organization an edge - saving you and your team time, resources and even sanity. Being able to filter what gets through to the switchboard intelligently will allow you and your team to focus on patient care and interaction and continue to develop and improve your organization.

Taking Back Control

RingRx provides several levels of filtering and AI-informed analysis to the incoming call and messaging process, which can help practices remove distractions and focus on patients and partners.

As a first-level defense, RingRx's Call Reputation feature performs reputation lookups on all inbound calls before they ever reach one of your staff. Call Reputation's AI analysis automatically detects which calls are likely to be spam, using existing call registries and its own algorithms, and blocks them before they ever reach your main line.

Even for calls that are allowed through, a second level of filtering is available. If Call Reputation sees any incoming call as potentially marketing or scam and not wanted, RingRx's system will put a notation on the caller ID screen to let you and your staff know there is a possibility the call is spam.

RingRx's Privacy Defender serves as the third layer of security. Privacy Defender can reroute calls based on their probability of being spam to help you take more control of your incoming calls. You can set filters at different levels depending on how many calls your office receives:

DND: All calls are sent directly to voicemail

Contacts Only: Only callers in your personal contacts list will come through, and anything else will be sent directly to voicemail.

Low: Calls with a low likelihood of spam and higher will be filtered. Calls that are determined to have no spam probability will not be filtered.

Medium: Calls with a medium likelihood of spam and higher calls will be filtered. Calls that are determined to have no and low spam probability will not be filtered.

High: Calls that have a high likelihood of spam calls will be filtered. This will restrict the fewest number of calls but will also have the fewest false positives.

> "RingRx's AI analysis **blocks spam** before it reaches your main line, letting you focus on what truly matters."

Based on their risk profile, these calls get routed through a final check. Privacy Defender will challenge selected calls to ensure there's a human and not a computer on the line. This is a simple instruction to input a 2-digit code - kind of a phone CAPTCHA - which is something that people will have little problem doing but will weed out any automated systems.

You can even set your filters so that all calls, regardless of profile or likelihood of spam, go through this challenge. You can also set it so that trusted callers - those who have passed this challenge before - do not have to go through it

Running a Spam-Free Office

Your staff's time is precious - even more so over the past few years of staffing shortages, industry changes and economic challenges.

Based on current trends, technologies, and business practices, it's clear that unwanted calls and messages aren't going away anytime soon - in fact, they'll continue to rise as long as people and organizations can profit from these efforts. With some organizations estimating that Americans are collectively wasting over 195 billion hours of time answering these calls, these calls are definitely negatively impacting productivity at businesses of all sizes - including yours.

In conclusion, the prevalence of spam and robocalls in medical practices presents a significant challenge that has escalated in frequency and complexity. The statistics are clear: thousands of robocalls per second are not just a nuisance but a tangible drain on time and resources, with direct implications for patient care and privacy. These calls, which often target healthcare providers, disrupt workflows and pose risks to sensitive patient information, highlighting the need for effective management strategies.

RingRx offers a practical solution to this pervasive problem. By leveraging advanced technology, including AI-driven filtering and call screening tools, RingRx provides a way to differentiate between legitimate patient calls and unwanted spam. This approach allows healthcare professionals to focus their attention where it matters most: on patient care and practice management. Adopting RingRx's system can lead to a more streamlined, efficient, and secure operation, mitigating the impact of these disruptive calls.

In essence, RingRx equips medical practices with the necessary tools to manage their communication channels more effectively, ensuring that time and resources are dedicated to patient-centric activities rather than combating spam and robocalls.

"With RingRx, **reclaim lost time** and **increase your practice's efficiency and productivity.**"

Book a Demo today!

To learn more about RingRx and if it fits your organization, book a demo or contact us at (888) 980-6860 and request a free trial.

RINGRx

888-980-6860

info@ringrx.com

114 E Haley Street, Suite L, Santa Barbara, CA 93101