



**Six healthcare teams.
One communication crisis.
Real solutions.**

When every second counts

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INTRODUCTION

The communication crisis hiding in plain sight



Maria has called her clinic three times this week. She's left two voicemails. It's Thursday. Nobody has called her back. She's not sure if she should be worried, or if anyone on the other end knows she even called in the first place.

This scenario plays out across healthcare practices every single day. Not because care teams don't care, they do, deeply. But because the communications infrastructure holding everything together is failing them.

Outdated phone systems. Four different tools that don't talk to each other. Front desk staff juggling calls, check-ins, and patient questions at the same time. Growing practices trying to scale with technology built for a different era.

This ebook tells the story of six healthcare teams that decided things had to change.

They range from:

- Specialty care network
- Mental health provider
- Community health center
- Surgical alliance
- Major health system
- GP practice

Different specialties. Different sizes. Different geographies.

But they all arrived at the same crossroads: the moment when broken communication started costing them more than they could afford to lose. And they all found their way forward.

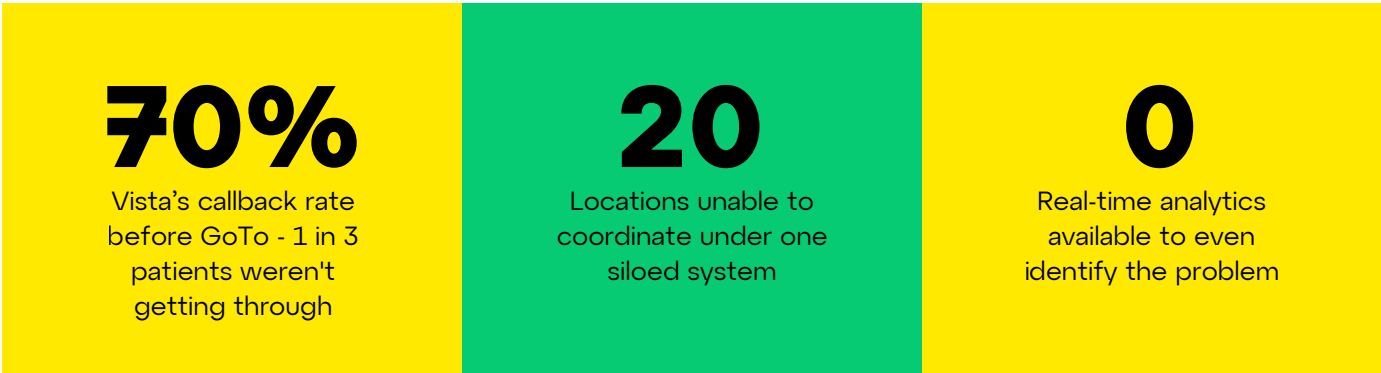
Broken phones, broken trust

When the system fails before the patient gets through the door

Picture a Monday morning at a busy multi-location clinic. Phones are ringing. Patients need appointment confirmations, prescription refills, referrals, and callbacks. Front desk staff is already managing check-ins and paperwork and are triaging a flood of calls with a phone system that was never designed for this kind of volume.

This was the daily reality for Vista Healthcare, a growing network spanning Southwest Spine and Pain clinics across 20 locations. Their legacy system required outside support just to make basic routing changes. There was no real-time visibility into call volume. They had no data on how many patients hung up or never got a call back. And, they had no way to know if a voicemail had ever been heard. Does this sound familiar?

The result was predictable: callback rates sat at a historical average of 70%, meaning nearly 1 in 3 patients who reached out weren't getting a response. Patient trust was eroding and not because clinicians weren't excellent, but because the phones weren't working.



Before GoTo Connect, lacked both visibility and coordination with 1 in 3 patient callbacks missed across 20 disconnected locations and no real-time analytics to even surface the issue.

Sound familiar? If you run a multi-location specialty clinic or practice group, Vista Healthcare's story may be yours.



Growing too fast for your own phone system

Southern California TMS Center was on a growth spurt that its communications infrastructure simply couldn't support. With 13 locations and 85 staff providing treatment for depression, OCD, and anxiety, every new office opening triggered a slow, painful process of adding phone lines with outside vendor's help.

And even worse, their legacy system couldn't support an in-house call center at all. For a behavioral health provider, that gap is critical: new patient leads (people finally reaching out after weeks or months of struggling) would call in and fall through the cracks. No dedicated intake team. No systematic follow-up. Important messages risked being missed entirely. The worst-case scenario for patients with these needs.

Sound familiar? If you run a growing health or specialty clinic, Southern California TMS Center's story may be yours.

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Four systems, one IT administrator, zero margin for error

WellSpace Health, a Federally Qualified Health Center serving Sacramento's most vulnerable populations with addiction treatment, mental health counseling, and pregnancy services, faced a different kind of problem: they were growing fast, but their communications infrastructure wasn't keeping up.

They were running four completely different phone systems across eight locations. Lorenzo Lopez, IT Systems Administrator, described it plainly: "Managing the different systems simultaneously with less-than-stellar UIs is beyond painful." Every hour spent wrestling with incompatible systems was an hour not spent on the people those systems were meant to serve.

Sound familiar? Whether you're a community clinic, specialty practice, or nonprofit provider, WellSpace Health's story may be yours.



When 700 calls a day overwhelm a system built for 200

Ayrfield Medical Practice is the largest GP practice in Kilkenny city, Ireland, serving 22,000 patients with ten GPs and eight nurses. Over time, their incoming call volume had grown from around 200 calls per day to approximately 700, a 3.5x increase that their aging phone system was simply not built to handle.

The call queuing system was ineffective. Patients had no visibility into where they were in the queue. Some calls were cut off entirely. Receptionists, dealing with patients who were often unwell and anxious, frequently had to begin calls with an apology. Staff found the system stressful, and patients found it frustrating.

Practice Manager Ronan Kearney described the situation clearly: the phone system was cumbersome, complicated, and not user-friendly, for staff or patients.

Sound familiar? If you run a primary care, GP, or community practice, Ayrfield Medical Practice's story may be yours.





When enterprise scale makes the problem exponentially harder

Most communication challenges in healthcare are felt at the practice level. But what happens when you multiply those same problems across 65 hospitals and 125,000 users. That was the reality for Tenet Healthcare, one of the largest investor-owned health systems in the United States. Managing voice telecommunications at that scale, across dozens of markets, thousands of clinical staff, and countless patient touchpoints every day meant that even a small inefficiency wasn't a small problem. It was the same problem playing out tens of thousands of times a day.

Kevin Hart, Manager of Telecommunications, knew that the organization needed a contact center solution that could not only handle the volume, but could give clinic managers the real-time visibility to actually do something about it. Without actionable data, there was no way to know where calls were being lost, where staff were overwhelmed, or where patients were slipping through the cracks, at any of their 65 locations. Managers also lacked the visibility needed to align staffing with demand, making it difficult to adjust schedules, reallocate resources, or respond quickly to spikes in call volume before service levels were impacted.

Sound familiar? If you run a large multi-site health network, Tenet Healthcare's story may be yours.

The moment every practice manager recognizes

A diagnosis shared across very different practices

What's striking about these six organizations is how different they are on the surface. A spine pain network. A behavioral health provider. A surgical alliance. A community health center. A neighborhood GP practice in Ireland. A large multinational healthcare services provider.

And yet, when you lay their challenges side by side, the same problems appear repeatedly:

- Legacy systems that couldn't grow without costly outside support
- No real-time visibility into call data or patient access metrics
- Workflows that buried staff in administration instead of patient care
- Missed patient leads and messages falling through the cracks
- An IT workload that was unsustainable and getting worse
- No way to manage call center operations activity across locations from a single system.



For ARSA, the Advanced Reconstructive Surgery Alliance, an integrated network of six reconstructive surgery practices across the United States, the moment of clarity came when they measured their patient connection rate and found it sitting at just 63%. More than a third of patients trying to reach a surgical care team weren't getting through on the first attempt.

For a practice network where patient relationships require trust and careful coordination across remote, hybrid, and in-person teams, that wasn't a statistic. It was a wake-up call.

"Within the entire company, we have fully remote employees, hybrid employees, and fully in-person employees, so we really needed a company that was going to be able to adapt to all those different scenarios."

- Kathryn D'Onofrio, Healthcare Service Line Director, ARSA



For Tenet Healthcare, the turning point was recognizing that scale without visibility is just organized chaos. With 65 hospitals and 125,000 users depending on reliable communications, the margin of error was effectively zero, and the tools they had weren't built to give managers the real-time data they needed to catch problems before patients felt them.

The common turning point: realizing the cost of standing still

Every organization in this story reached a tipping point, the moment when the cost of doing nothing outweighed the friction of change. The warning signs looked very different for each team.

- Nearly 30% of patient inquiries were going unanswered at Vista
- Existing tools made an in-house call center impossible at Southern California TMS
- One IT Administrator was managing four incompatible systems across eight locations at WellSpace
- Receptionists at Ayrfield began every call with an apology

None of these organizations were failing clinically. But all of them recognized the same truth: exceptional patient care starts before the appointment. It starts with the very first contact.

What changes when communication finally works



Vista Healthcare: From 70% to 90% callback rate in every clinic, across 20 locations

When Vista Healthcare implemented GoTo Connect, the first thing that changed was visibility. For the first time, their team could see exactly what was happening across all 20 locations in real time.

Call queues were organized by function: scheduling, medication refill requests, and urgent care inquiries. Front desk staff were freed from phone triage to focus on patients standing in front of them. Remote agents could be monitored. Managers could pull analytics without waiting on an IT ticket. And when something needed to change such as a routing update or an emergency reroute, it happened in minutes, not days.

<20s

Average call response time across 12 queues, even on peak Mondays

90%

Callback rate achieved, up from a historic 70%

20+

Locations unified on one platform with shared analytics

GoTo Connect transformed patient access and operational visibility by reducing response times to under 20 seconds, increasing callback rates to 90%, and unifying more than 20 locations on a single shared platform.

“GoTo Connect’s Contact Center has made managing our care teams and phone systems seamless, allowing us to focus on what matters most: compassionate patient care.”

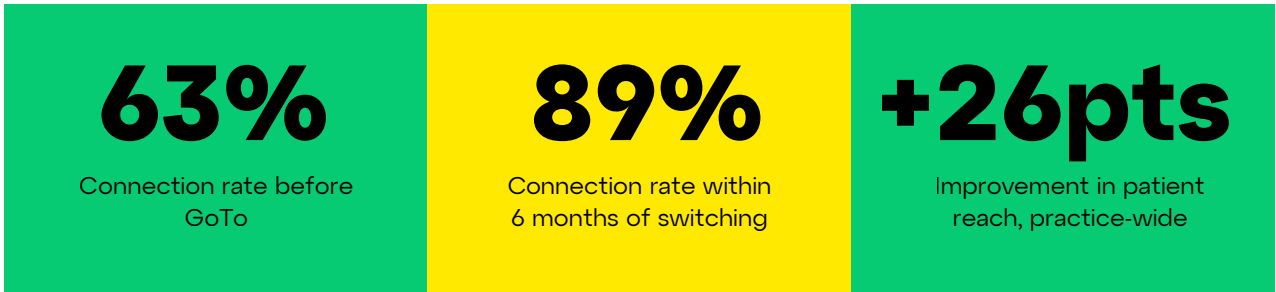
- Bailey Toledo, Patient Access Manager, Vista Healthcare



ARSA: From 63% to 89% connection rate in 6 months

The results at ARSA were dramatic and fast. Within six months of switching to GoTo, their patient connection rate climbed from 63% to 89%, a 26-point improvement representing tens of thousands of additional successful patient touchpoints each year.

Staff previously tethered to desk phones could now work across laptops, mobile devices, and traditional handsets interchangeably. Remote employees were fully integrated into call queues. Presence indicators let agents see who was available before transferring a call. And when ARSA opened a new practice location, onboarding the phone system no longer required a vendor call and a waiting period.



Implementing GoTo Connect dramatically improved patient accessibility by increasing connection rates from 63% to 89% in just six months, resulting in a 26-point improvement in patient reach across the entire practice.

“First call resolution has definitely improved, as has the time our agents spend on each call. GoTo has greatly improved our ability to connect with our customers, our patients, and our teams within the company.”

- Kathryn D’Onofrio, Healthcare Service Line Director, ARSA





Southern California TMS: Tripling the phone fleet without the headaches

Patrick Holmes, Director of IT, Operations, and Compliance at Southern California TMS Center, summarizes the transformation in one statistic: they tripled their phone count using GoTo Connect, and they did it “very gracefully.”

That might sound like an IT win. But what it actually means is that 13 mental health clinics can now reliably reach the patients who need them most. The in-house call center that was impossible before is now a reality. New patient leads are captured and followed up. SMS and voicemail messages are automatically routed, transcribed, and delivered. Nothing falls through the cracks.

“The customer support is fabulous. I rave about GoTo Connect to other people.”

***- Patrick Holmes, Director of IT, Operations & Compliance,
Southern California TMS Center***



WellSpace Health: One system, eight locations, zero headaches

For WellSpace Health, the transformation was about giving an overwhelmed IT team the ability to actually do their jobs. Lorenzo Lopez went from managing four incompatible systems to one intuitive platform and started teaching clinic managers how to use it in the spare minutes between patient appointments.

GoTo Connect's reporting gave WellSpace real-world visibility into call volume for the first time. That data now directly informs their budget projections at each site. As Lopez put it: "This impacts our projected budgets for each site... [and] also keeps our clients happy by always being able to reach someone when they call."

"Because of our fast-paced growth, we need something that works and isn't complicated to scale at a moment's notice. GoTo Connect has met us and hit the floor running with us."

- Lorenzo Lopez, IT Systems Administrator, WellSpace Health



“GoTo Connect has been transformative for our practice. It’s so much easier for everyone to use and takes away so much stress from handling phone calls, which is so important when you’re dealing with people who are unwell.”

***- Ronan Kearney, Practice Manager,
Ayrfield Medical Practice***



Ayrfield Medical Practice: A 3.5x call volume problem, solved overnight

For Ayrfield, the switch to GoTo Connect was immediate and visible. From the moment the practice went live on the new system, patients knew exactly where they were in the queue. Lost calls became a thing of the past. Receptionists could manage call volumes without being overwhelmed, see who was on a call, and transfer or route calls with ease.

Critically, doctors, nurses, and support staff could now make and receive calls from any phone (including mobile devices) wherever they were working. The rigid desk-phone dependency that had limited the practice was gone. Ronan Kearney, Practice Manager, described the result simply:



Tenet Healthcare: Enterprise-scale communications, finally under control

For an organization the size of Tenet Healthcare, transformation isn't measured in one clinic's callback rate. It's measured in whether 125,000 users across 65 hospitals are better connected to the patients they serve, and whether the people responsible for making that happen can actually see what's going on.

GoTo Connect gave Kevin Hart and his team exactly that. For the first time, clinic managers across Tenet's network had access to real-time analytics that showed them precisely how calls were being handled, where queues were building, which locations were answering well, and where intervention was needed. The scalability that had been a persistent challenge became a solved problem: adding locations, users, and capacity no longer required the kind of heavy IT lift it once did.

"Our practice managers and their leadership now have the tools and the data they need right at their fingertips so they can be nimble."

- Kevin Hart, Manager of Telecommunications, Tenet Healthcare



Six healthcare teams. One lesson.

The real ROI of getting communication right

Across six very different healthcare organizations, spanning the United States and Europe, a single pattern emerges from these journeys. None of them were failing because of poor clinical care. None were failing because their staff wasn't committed.

They were struggling because the connective tissue of their practice, the systems that help patients reach them, and help staff do their jobs, had been put on the back burner for too long.

And when that connective tissue was fixed, everything downstream got better: patient access, staff efficiency, care quality, and the ability to grow without breaking things.

What these practices have in common now

Before GoTo Connect	After GoTo Connect
Patients calling in and not getting through	Sub 20-second response times, 90%+ callback rates, zero lost calls
IT team spending days on phone routing changes	Any staff member can update dial plans in minutes, from any device
Four different systems with four logins and no shared data	One platform, one dashboard, real-time analytics across every location
New patient leads falling through without a call center	In-house call center capability built in, with SMS and voicemail routing
Staff tethered to desk phones, unable to work flexibly	Full mobile and desktop access with the same experience from any device, anywhere

CONCLUSION

Patient access defines patient experience

Every number in this eBook represents a real person. The patient whose callback was in the 30% that got missed at Vista Healthcare. The person calling ARSA who was in the 37% that didn't get through before GoTo Connect. The 125,000 Tenet users whose calls are now being answered and tracked. The individual struggling with depression who finally called Southern California TMS Center and reached a real intake coordinator and not just a voicemail.

Healthcare practices invest enormously in clinical excellence: in talented physicians, in training, in the best protocols and equipment available. But all that excellence depends on one thing going right first: the patient's care experience including their ability to reach you.

That's what every organization discovered. And it's what GoTo Connect for Healthcare makes possible, not just for large hospital networks, but for the clinics and practices that are the backbone of patient care.





Built for how clinics and practices actually work

GoTo Connect for Healthcare is a HIPAA-compliant, cloud-based communications platform built specifically for the realities of healthcare. It runs on a 99.999% uptime infrastructure, integrates with health records and scheduling systems (EHR, PM systems, and healthcare workforce platforms) and scales from a single-location practice to a multi-site network without the need for additional hardware or IT headcount.

But more than the platform, what these six organizations found was a partner that got them up and running fast, answered the phone when they needed support, and delivered results that showed up immediately, not just in their analytics, but also in their patient's experience.

That's not just a feature. That's a foundation.



**Ready to see what GoTo
Connect for Healthcare
can do for your practice?**

Visit goto.com/healthcare or request
a free demo today.

Learn More





Resources:

Vista Healthcare Case Study

ARSA Case Study

Southern California TMS Case Study

WellSpace Health Case Study

Ayrfield Medical Practice Case Study

Tenet Healthcare Case Study