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Trust of patients is an asset to doctors. When this trust breaks, it can have reverberations throughout the health care business of a physician. Besides health care and medicines, your patients may need some more of your time to discuss their medical situation or for additional information.

Most patients get annoyed by the unavailability of doctors, and losing patients can be detrimental to a health care business. It is an axiomatic fact that a doctor cannot remain available all the time to treat patients and attend to their calls. There has to be some system in place that would work on behalf of the doctors, attending calls and giving medical information. Physicians answering service companies are the solution to this problem.

What is a physician answering service and how does it work?

A physician answering service basically attends to patients' calls when a doctor is unavailable. These services are offered by medical call experts, who are proficient in giving medical information. These are generally HIPAA-certified professionals, who cater to the various medical needs of patients over a call.

They are well-trained for emergency calls and routine follow-up calls.

A medical answering service does the following:

- Answers to a patient's calls on behalf of their doctors.
- Gives medical information to patients.
- Schedules appointments for patients.
- Provides patients with emergency medical care and send them ambulance whenever required.
- Follows up with patients for medical purposes.
- Provides information whenever any changes are made in a schedule.

What should you seek while hiring a physician answering service?

Good physicians answering service should take care of all the aspects related to medical information sharing.

- It should comply with the HIPAA regulations and should never share any protected health information with anyone.
- It should have HIPAA-trained call agents.
- It should provide information through various communication means, such as emails, SMSes, pagers, and phone calls.
- Its services should not be confined to answering calls. It should also provide services for

emergency situations and should be well-prepared for eventualities, such as earthquakes and floods.

Modern medical call centers customize physician answering services, as per their clients' requirements. They not only give a friendly call service to patients, but also take care of them through follow-ups and reminder calls. Medical call agents of good physician answering services address warmly to every patient's needs and make them feel comfortable when their doctor is away.

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