

National Behavioral Health Network Drives 28.7% Admit-to-Inquiry Rate, Converts 20,337 Patients to Treatment in 2025

Industry: Healthcare



For a patient choosing to enter substance use treatment, the window between decision and follow-through is small. Most callers are dialing from borrowed phones, often in crisis, often after weeks of internal back-and-forth. Patient access is run as a strategic capability rather than an overhead function, because for this provider's patients, the first phone call is often the deciding moment in whether treatment happens at all.

The Results

28.7%

Admit-to-inquiry rate in 2025, beating the 28% client goal

20,337

Patients admitted to treatment in 2025

200k+

Intake calls handled across the network in 2025

The Challenge

Our client operates one of the largest networks of addiction and behavioral health treatment centers in the United States. The patients calling in have decided today is the day and whether tomorrow is the day they actually walk through the door depends on what happens in the next phone call. Many call from borrowed phones with no callback number, no stable address, and limited tolerance for hold time. A generic call center model, optimized for handle time and transfer rate, loses these patients before they reach the chair. High vertical attrition makes the workforce problem worse, not better.

The Solution

ResultsCX deployed a dedicated nearshore patient access team, built around a simple principle: every minute of friction is a patient who walks back out. The team is specifically trained for the realities of behavioral health intake, and operates a multi-touch handoff model intentionally designed for retention, not redundancy.

- **Empathy-Led Agent Curriculum:** Every agent onboards into training built around the realities of substance use treatment access, what to ask, what to listen for, and how to keep a patient on the line through the moment of doubt.
- **Early-Morning Staffing Model:** Appointments are scheduled into the 6:30–7:00 AM window when patients are most likely to follow through, staffing aligned to patient urgency rather than operational convenience.
- **Multi-Touch Handoff Design:** Our team takes the inbound call and books the appointment; within the hour, the local center re-engages to complete eligibility, insurance verification, and final confirmation, a deliberate checkpoint structure that keeps the patient on the path from decision to first treatment.
- **Nearshore Delivery with Time-Zone Alignment:** Near-shore delivery provides cultural fluency for the patient population, time-zone alignment with U.S. clinic hours, and meaningful cost discipline.

The Customer

A national operator of addiction and behavioral health treatment centers, operating one of the largest networks of behavioral health and substance use facilities in the United States. Its model demands operational discipline and a deep understanding of a non-standard patient population, a combination most vendors can deliver one side of, but not the other.