

How **one** phone number boosted business and improved outreach for this orthopedic practice

Advanced Orthopedics of Oklahoma (AOOK) is one of the largest orthopedic practices of fellowship-trained orthopedic and sports medicine experts in northeast Oklahoma with four clinic locations and seven physical therapy centers throughout the Greater Tulsa Area. AOOK serves as the Team Physicians for 25 area high schools, every and university in the region, numerous pro and club teams and USA BMX.



One of the ways they have set themselves apart from other practices is the use of the Healthy Roster injury hotline.

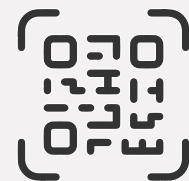
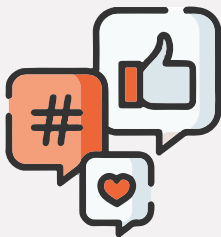
Darren Lunow, AOOK's Director of Sports Medicine, was looking for a way to incorporate more of the community as potential patients. **When he heard about the Injury Hotline, he was intrigued.**

The Healthy Roster Injury Hotline

- Easily implemented and maintained
- Helps to provide another point-of-contact for initial injury reporting, consultation, and expedited appointment scheduling
- ATs can now cover multiple events and locations, at a variety of hours, when they cannot be there in person — all without giving up personal cell phone numbers

Healthy Roster provided a platform that enabled our practice to reach further than ever before. Their Injury Hotline Service provided us the opportunity to reach beyond staffing logistics to place advanced sports medicine care and service in the hands of those who need it.

Lunow said he promotes the number mostly through social media. But he has email lists of area club teams, secondary school coaches and nurses that he sends materials to about using the hotline. He even built a QR code that he puts everywhere he can.



Now that is some effective marketing!

Healthy Roster assigned a local number, specific to the AOOK location in northeast Oklahoma. Despite a limited budget to market the service, the hotline has been working great for their program.

One benefit he loves is that if he or his staff were to miss a call, they can view their call log to see who called and follow up.

He said it's super exciting to get a call and he loves it when it happens.

He feared they might be overwhelmed by call volume but they are averaging about four calls per month. He said the calls are usually only a few minutes in length and, within two to three questions, they are able to understand what is going on and make recommendations.

“Healthy Roster’s Injury Hotline is an extremely affordable resource that can pay for itself while growing the visibility of any practice. Creating a new source of brand recognition while also capturing referrals that would have previously been lost to other providers was a win for all parties.”



HR HEALTHY ROSTER

Interested in learning more about the Healthy Roster Injury Hotline?

Reach out to us today to find out how we can help you provide worry-free on-call coverage to your community!

Talk to us about adding this feature
healthyroster.com/injury-hotline