A guide to a better front door by Anonymous Health

30 Day Front Door Checklist

See your front door the way a patient or family does.
Four weeks, sixteen steps, no new system required.

anonymous HEALTH

Every program has a front door, whether it is a phone line, a web form, a chat window, or a text thread.

This checklist walks your leadership team through it one week at a time, so you can see where people are reaching out and where they are not being met.

Count

Week 1

- ◯ Pull 30 days of call logs.
- ◯ Count unanswered and abandoned calls by hour of day and day of week.
- ◯ Split inquiries by channel: phone, web form, chat, and text.
- ◯ Measure the average time to first response for after hours inquiries.

Listen

Week 2

- ◯ Listen to five calls from your newest counselor.
- ◯ Listen to five calls from your most experienced counselor.
- ◯ Note how often insurance comes before “What made today the day you reached out?”
- ◯ Circle every piece of bot language you hear.

Map

Week 3

- ◯ Follow one inquiry from first touch to admission, step by step.
- ◯ Map where the inquiry lands in your EHR or CRM, and who touches it next.
- ◯ Count how many times a family is asked to repeat their story.
- ◯ Visit your own website after hours and try to get help.

Calculate and Decide

Week 4

- ◯ Calculate your value per admission by level of care.
- ◯ Run the revenue at risk worksheet on page 2 with your own numbers.
- ◯ Choose the one front door gap that costs the most.
- ◯ Book a complimentary Front Door Assessment.

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What the gap is worth

Fill in the right column with your own figures. The middle column shows a worked example. Use your value per admission by level of care, since detox, residential, and outpatient look very different.

Revenue at Risk Worksheet

Input	Example	Your Number
Inbound calls per month	1,000	
Share unanswered or abandoned	20% = 200	
Share of those who would have come in	10% = 20	
Average value per admission, by level of care	$ _____	
Monthly revenue at risk	**20 x value**	
Annual revenue at risk	**Monthly x 12**	

Illustrative only. Your numbers are yours.

Holiday Readiness, October - December

Fill in the right column with your own figures. The middle column shows a worked example. Use your value per admission by level of care, since detox, residential, and outpatient look very different.

- [ ] Who covers overflow when every line is busy?
- [ ] What does a person hear when they reach out after the office closes?
- [ ] How fast is a voicemail returned on a holiday?
- [ ] Can someone start a conversation on your website without picking up the phone?
- [ ] Who is covering Thanksgiving week, December 24, and New Year's Eve?

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Five questions for your monthly call review

Pull a handful of calls each month and ask these as a team. Listening tells you why the numbers move.

- [ ] Did the caller's story come before their insurance?
- [ ] Did we find the reason they reached out, and say it back?
- [ ] Did anyone slow down?
- [ ] Did the caller hear any bot language?
- [ ] What was the little something extra?



What Good Looks Like

Every person who reaches out is met right away, heard before they are qualified, and handed to a counselor who already knows their story.

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