



# US Radiology Unlocks \$4M in Untapped Revenue with Five9 AI

In healthcare imaging services, every second of unnecessary delay impacts a patient's wellbeing. US Radiology Specialists is one of the country's premier providers of diagnostic imaging services. With over 5,000 team members and more than 175 outpatient imaging centers across 13 states, their team conducts more than 7 million studies annually. Their partnership of leading subspecialized radiology groups, high-quality imaging centers, and joint ventures with top health systems is built around a commitment to best-in-class clinical excellence, operations, infrastructure, and state-of-the-art technology. Yet, USRS was experiencing significant wait times and rising costs in its 10 contact centers. With outdated technology and inefficient manual processes, US Radiology was misrouting thousands of calls through a cumbersome Intelligent Voice Response (IVR), wasting time and money. Patients, providers, and agents were frustrated, labor costs were rising, and the organization was unable to track how many calls — and how much potential revenue — were being lost. On top of that, an inability to scale outbound calls made it tough to convert key campaigns into sales.

## Simplified appointment scheduling with intelligent routing

To solve this business challenge, the organization implemented intelligent routing. As an imaging provider across 13 states, US Radiology's 400+ physicians handle more than eight million scans per year, with the contact centers fielding 3.5 million calls — primarily for appointment scheduling.

Imaging is the engine of healthcare, whether it's diagnosing life threatening chronic disease, assessing treatment efficacy, or in some cases treating the disease. In this process, both speed and accuracy are essential to making informed decisions for patients' next steps.

Appointment scheduling is a complex process for patients and providers alike, requiring quick coordination of key factors like diagnostic urgency, location availability, imaging equipment needed, and appointment openings. All of these details must be quickly verified and aligned to coordinate efficient patient care.

US Radiology's IVR system, however, had eight confusing options that led to 6,500 misrouted calls each month. It required two human agents to manage these errors, with transfer times reaching up to 4.5 minutes. This bottleneck increased the number of callbacks and steadily pushed average handle times (AHT) higher.

The lack of real-time access to customer data left agents struggling to authenticate 80% of patient calls. Without integrated data, patients endured repeat delays and questions — ultimately resulting in a frustrating customer experience.

"To be able to identify the customer when they call and understand their reason for calling without them having to tell you helps drive a much better outcome," explained Enda Murphy, Chief Technology Officer of US Radiology. "We needed to be able to do this."



US Radiology Specialists  
Imaging and Interventional Partners

**CASE STUDY**  
US RADIOLOGY  
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2,000+ EMPLOYEES  
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## CHALLENGES

- Inefficient routing:  
Misrouting 6,500 calls monthly, causing delays and frustration
- Lack of CRM integration:  
Agents struggled to access real-time data, delaying resolutions
- High wait times:  
Increasing AHT and hold times
- Missed opportunities:  
Unscalable outbound calls and limited tracking

## BENEFITS

- \$4M untapped revenue unlocked
- \$400K labor savings
- 24% increase in conversion rate for sales
- 25% increase in call volume
- <4% call abandonment rate

## SOLUTIONS

- Five9 Intelligent CX Platform
- Five9 AI agents
- Five9 Salesforce Adapter
- Five9 Outbound Call Dialer



## FIVE9 AI AGENTS IMPACT

**+25%**(336,000) increase  
in call volume**-22**seconds  
off AHT**<4%**call abandonment  
rate

## FIVE9 AUTO-DIALER IMPACT

**\$4M**

in new revenue

**-4.5**minutes off call  
dialing time**\$400K**

in labor savings

**24%**of outbound calls  
handled by auto-dialer**Turning call misrouting into mastery**

US Radiology chose the [Five9 Intelligent CX Platform](#) and Five9 AI agents for intelligent call routing and a seamless customer experience. [Five9 AI agents](#) redefine self-service by using conversational AI to intelligently route calls and deliver fast resolutions across channels.

With improved call routing accuracy US Radiology has seen a 25% increase in call volume, reduced its abandon rate to under 4%, and cut average handle time by 22 seconds.

"We saw ROI within 30 days and full ROI in three months. Turns out we were missing calls that we didn't know we were missing. Five9 was able to tell us that calls were being routed to back rooms or empty areas, something our former system could not do. Even though we're now handling 336,000 more calls, Five9 [AI agents] has saved us the equivalent of 15 FTEs," said Murphy.

To fully optimize the Five9 Intelligent CX Platform, US Radiology integrated Five9 with Salesforce to improve real-time customer data flow to agents. "It's important to get the data where it needs to be in real time and that's at the agent's fingertips when the call comes in. Five9 has enabled us to do this with ease," Murphy said.

With AI agents seamlessly routing calls, US Radiology could turn its attention to automating its outbound call process — a strategic move that drove significant cost savings and unlocked millions in untapped revenue.

**Streamlining outbound calls with Five9 Auto Dialer**

US Radiology runs outbound call campaigns to remind patients to schedule follow-up imaging before their insurance deductibles reset and out-of-pocket costs increase. These timely reminders help patients save on healthcare expenses. However, the manual dialing process for these calls burdened agents and hurt productivity.

"We were not able to scale, we had zero integration for reporting, and we were essentially limited in how much revenue these campaigns could generate," Murphy explained.

US Radiology implemented the [Five9 Auto-Dialer](#) with [Five9 Salesforce adaptor](#) to seamlessly sync with its CRM for tracking and reporting. They saw ROI within just one week.

Five9 Auto-Dialer automatically dials outbound calls to increase the amount of time agents spend talking to patients. Calls are placed as agents become available, saving time and keeping call volume manageable.

Today, 75% of US Radiology's outbound calls are handled by Five9 dialer, cutting 4.5 minutes per call and \$400K in labor costs per year.

"Five9 Auto Dialer has enabled us to realize a 24% higher conversion rate of appointment revenue capture. This equates to \$4M in additional revenue that we would not have realized without Five9," Murphy said.

**Prognosis: AI will keep elevating patient experience & boosting profits**

US Radiology is committed to revolutionizing both the patient and the provider experience. Harnessing the power of AI and Five9, US Radiology continues to improve lives with service that delivers seamless, personalized care.

"We believe it's about using the right AI tools in the right place for the right part of the workflow," said Murphy. "What's top of mind for us is how can we deliver our customer experience to patients across the channel of their choice, with the right information and the right data, at the time of their choosing. We're leveraging the Five9 platform, AI, and automation tools to deliver this and we will continue to optimize our automation and people strategy."

Discover how you can cut costs, unlock revenue, and improve your patient experience with [Five9 healthcare solutions](#).