



The Front Desk Triage

A practical call routing strategy for Miami chiropractic clinics

Doing too many jobs equals lost business.



The Physical Clinic
The patient checking in.

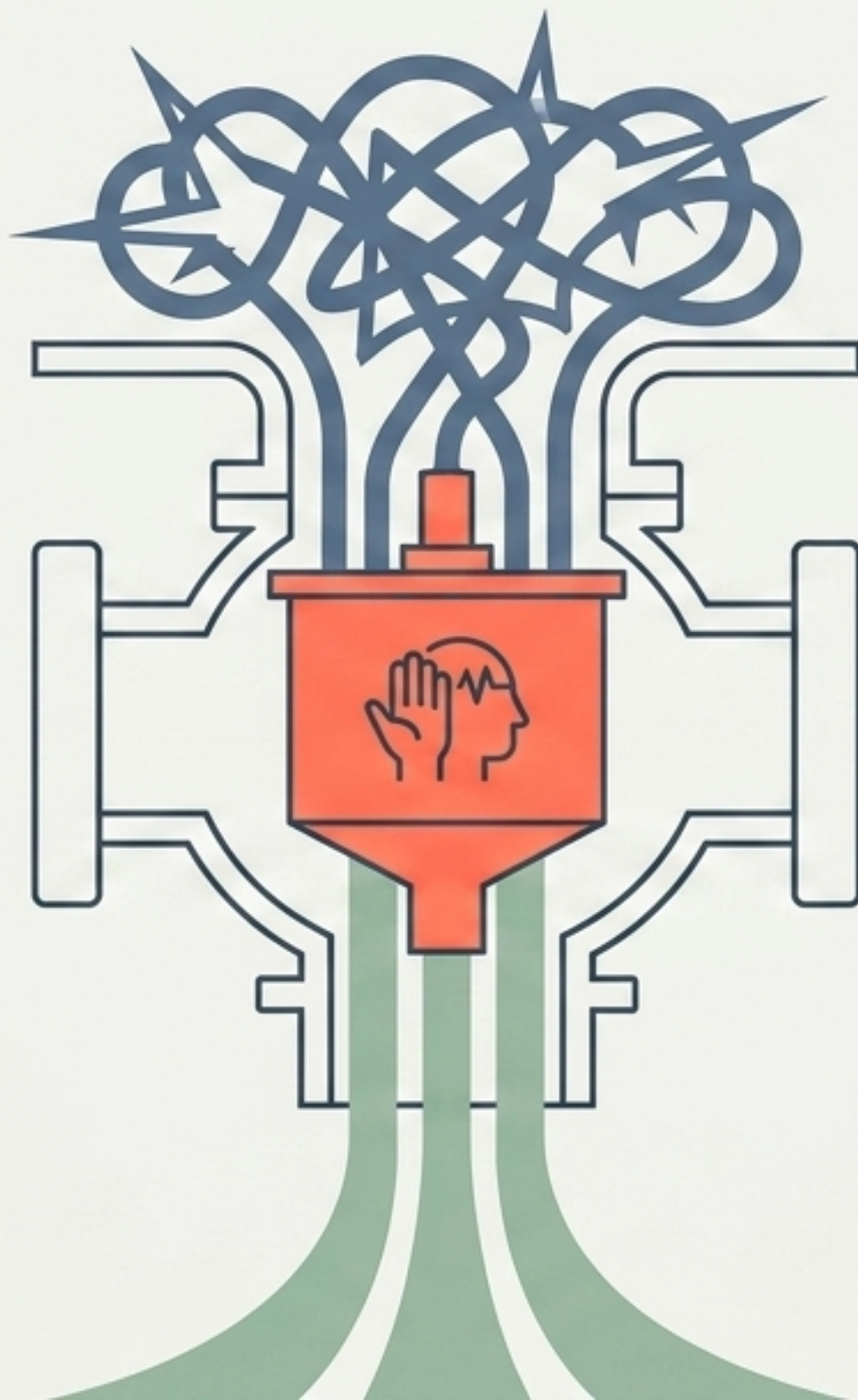
"A weekend voicemail sits unanswered. A same-day request hits a busy signal.
The caller books with the first clinic that picks up.



The Spiky Traffic
The ringing phone.

Call routing is clinical triage for your front desk.

The goal is not to make the clinic feel robotic.

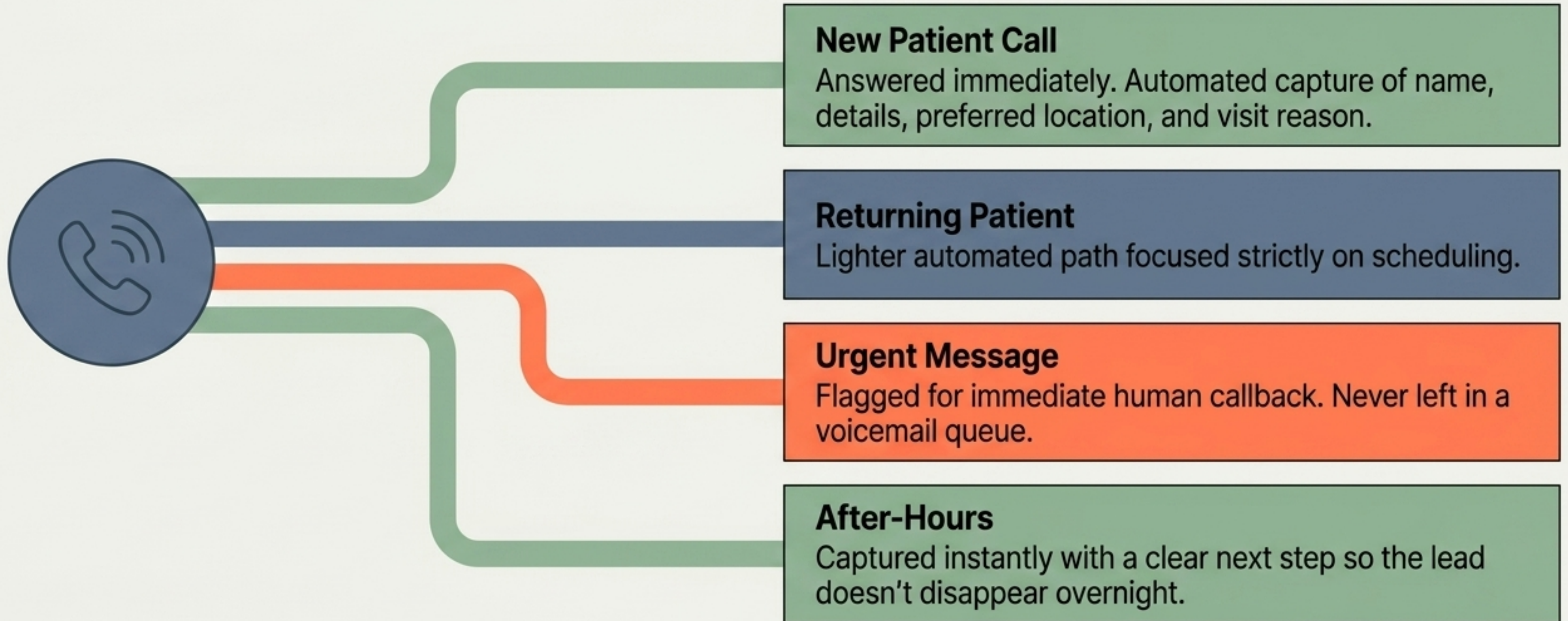


The goal is to protect human time for the conversations that actually require empathy and judgment.

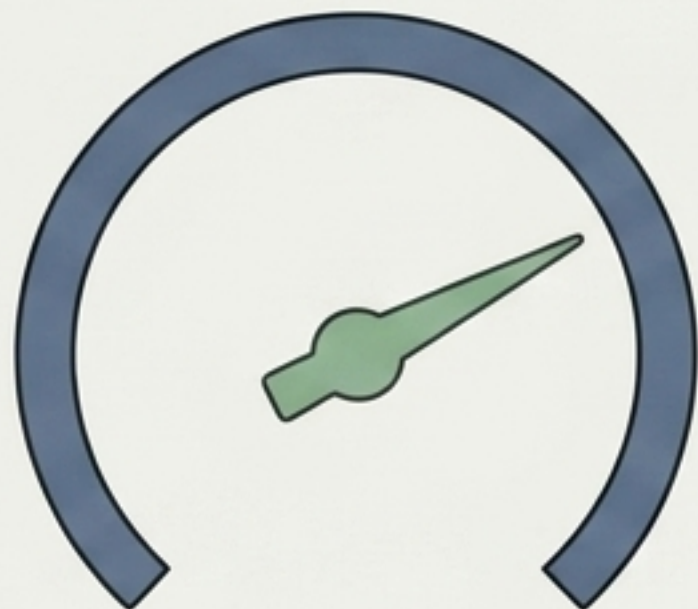
The Call Triage Matrix

The Human Path Require Empathy & Judgment	The Automated Path Pattern-Based & Predictable
Urgent medical symptoms or emergencies	New patient intake & basics
Complex rescheduling	Same-day appointment requests
Existing patient billing questions	Insurance or self-pay basics
Provider-specific requests	After-hours callback capture

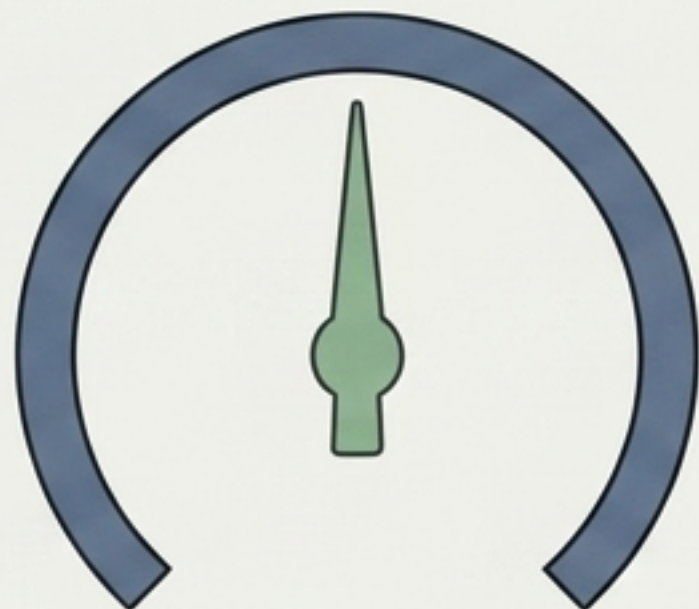
A simple routing model for a spiky environment.



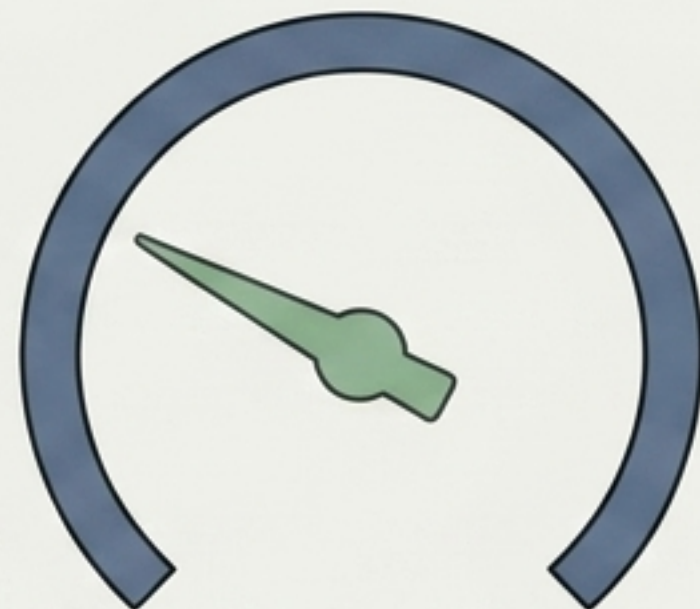
You cannot route what you haven't mapped.



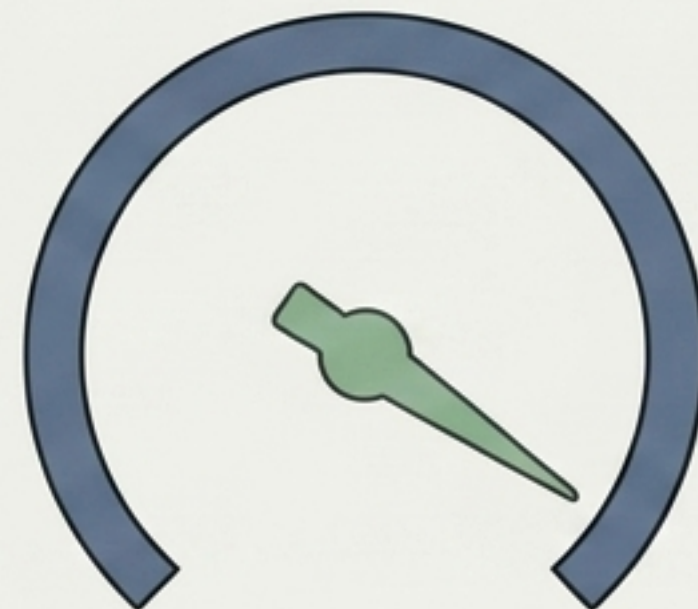
Which calls always
need a human?



Which calls follow the
exact same script?



Which calls happen
after hours?



Which calls are most
likely to turn into
appointments?

**If you cannot answer these four questions yet,
your first project is call tracking, not call automation.**

The lowest-risk path to an organized front desk.

