Branded Calling for Healthcare in 2026

A Complete Guide



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Nolura Health - Doctor



Verified caller identity helps healthcare organizations raise answer rates, fill appointment slots, and protect patient trust.

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A scheduling coordinator calls a patient to confirm a procedure for next week. The patient sees an unfamiliar number, assumes it's a scam, and lets it ring. The coordinator leaves a voicemail, tries again tomorrow, and the appointment slot stays open.

Branded calling prevents that outcome. It displays your verified organization name, logo (available with INFORM with Logo), and call reason on the patient's mobile screen before they pick up.

First Orion pioneered this solution and delivers INFORM® Branded Calling across all major U.S. and Canadian carriers. This guide covers how branded calling works, why healthcare organizations need spoof protection alongside it, how to set up a program, and what outcomes to expect.

Why Do Patients Ignore Legitimate Healthcare Calls?

Scam calls have trained consumers to treat unknown numbers as threats. The FCC's caller ID spoofing guide explains that scammers falsify caller ID to impersonate trusted organizations, and healthcare providers, insurers, and billing departments are common targets.

The problem shows up in patient access data. In a Tebra survey, **53% of patients said they ignored or delayed a legitimate healthcare message because they feared a scam.** Among healthcare workers, 23% saw missed appointments and 20% saw delayed care as a result. Another 27% said 5% to 10% of front-desk time goes to confusion over scam messages.

Every ignored call adds repeat dial attempts, longer scheduling cycles, and open appointment slots. A cleaner phone number does not fix this. Patients need to see who is calling and why.



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A Complete Guide

What Is Branded Calling for Healthcare?

Branded calling replaces an anonymous ten-digit number with your verified organization name and call reason. Instead of an “unknown number,” the patient sees something like “ABC Health Appointment Reminder.”

The display is controlled at the carrier level. It works across major U.S. networks without an app download or any action from the patient. INFORM supports up to 32 characters of display text, so you can set a different display for scheduling, care coordination, billing, and follow-up.





How Does Branded Calling Work at the Carrier Level?

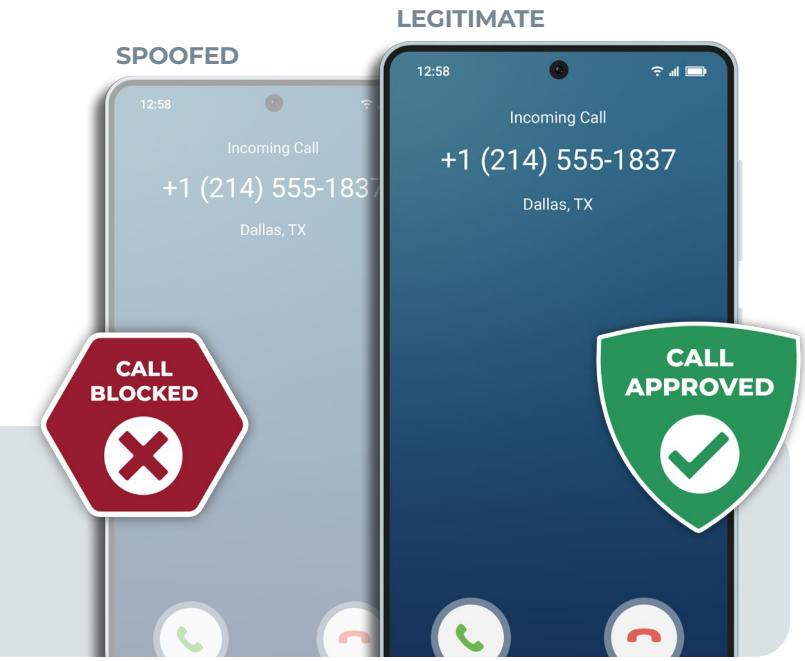
INFORM runs through First Orion’s Digital Communication Exchange, which connects enterprise callers directly to mobile carrier networks. When a staff member places an outbound call, the platform sends your verified identity and display settings to the carrier in real time. The carrier then renders your name and call reason on the patient’s device.

This design has no dependency on third-party apps or patient opt-ins, and it covers both iPhone and Android. It also replaces traditional caller ID (CNAM), which varies by carrier and offers no guarantee of accurate display.

Branded Calling for Healthcare in 2026

A Complete Guide

Why Do Healthcare Organizations Need Spoof Protection Alongside Branded Calling?



A branded display only builds trust if patients can rely on it. If scammers spoof your numbers to run billing or insurance scams, patients learn to distrust calls that appear to come from you.

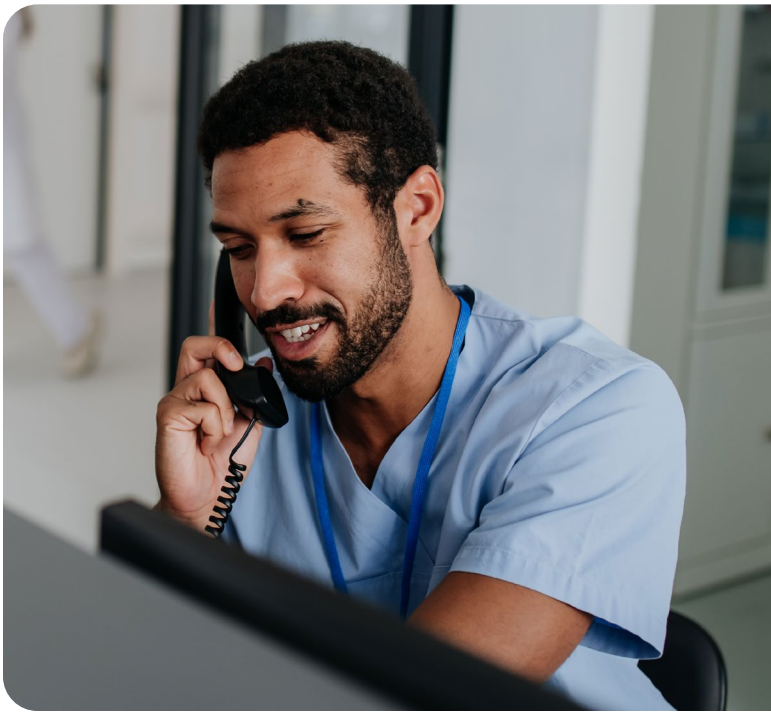
SENTRY® Call Blocking authenticates your outbound calls with a time-limited key shared with the carrier network. Calls that carry a valid key go through. Calls that use your number without a key are blocked before they reach the patient.

This works as a layer above STIR/SHAKEN. STIR/SHAKEN verifies the call path. SENTRY confirms that the business placing the call owns the number. For healthcare organizations that handle sensitive personal and payment information, that second check matters.

How Does STIR/SHAKEN Fit Into Your Healthcare Calling Strategy?

STIR/SHAKEN is the FCC-mandated framework that assigns an attestation level (A, B, or C) to each call. Level A means the carrier has verified both the caller and their right to use the number.

Full attestation is a baseline for healthcare organizations, because it keeps downstream carrier analytics from flagging your calls. It does not show the patient who is calling, though. The three layers work together: STIR/SHAKEN verifies the call path, INFORM shows your verified identity, and SENTRY blocks impersonators.



Branded Calling for Healthcare in 2026

A Complete Guide

What Are the Healthcare Use Cases for Branded Caller ID?

How Does Branded Calling Help With Patient Scheduling and Reminders?

When patients request appointments but don't answer the callback, scheduling stalls. Galileo, a remote healthcare platform, faced this problem. After it branded its outbound calls with INFORM, the platform saw a 34% increase in engaged customers and a 45% conversion rate boost. Read the full Galileo case study.



How Does Branded Calling Help With Care Coordination?

A major health system serves medically complex patients across a wide area. Its staff use phone calls to schedule home health appointments, obtain provider orders, and triage symptoms. Patients often ignored these calls because the main phone number did not consistently display the correct name. After the health system implemented INFORM, it saw a 34% increase in answer rate. See the health system case study.

How Does Branded Calling Help With Follow-Ups and Recall?

A teledentistry company called patients who had requested contact or arrived through referrals, but patients ignored unrecognized numbers. That led to missed confirmations, follow-ups, and recall appointments. After adopting INFORM, the company saw a 34% increase in answer rate and a 23% lift in contact rate. The teledentistry case study has the details.

Patient preference supports this approach. First Orion data shows 93% of patients prefer a phone call from their healthcare provider for urgent or important matters.

Branded Calling for Healthcare in 2026

A Complete Guide

How Do You Set Up a Branded Calling Program for a Healthcare Organization?

1 Register Your Business Phone Numbers

Register your outbound numbers through First Orion's FREE Business Number Registration. Registration verifies your numbers with major carriers and lowers the risk of false spam labels.



2 Configure Your Branded Display

Set up INFORM display names by department or call type, such as "ABC Health Appointment" or "ABC Health Care Team." Keep the call reason general. A display like "Care Team Follow-Up" tells the patient who is calling without revealing a diagnosis or treatment.

3 Add Spoof Protection

Add SENTRY alongside INFORM to authenticate outbound calls. SENTRY integrates through REST API or SIP configuration and runs in real time without affecting legitimate call flow.

4 Monitor Your Number Reputation

Add AFFIRM® Reputation Monitoring to track how carriers label your numbers. AFFIRM flags spam tags and deliverability issues so your team can correct them before answer rates drop.

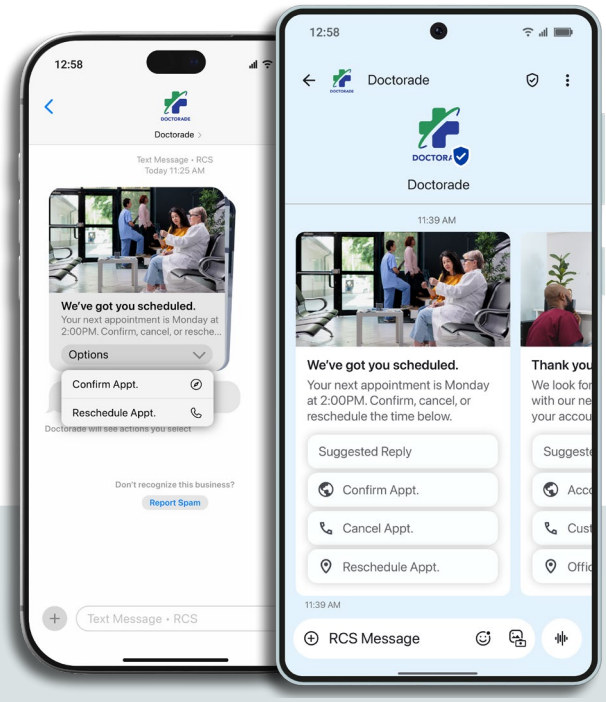
What Compliance Considerations Apply to Healthcare Outbound Calling?

Healthcare outbound calling falls under several frameworks, including HIPAA, the Telephone Consumer Protection Act (TCPA), the Truth in Caller ID Act, and state telemarketing laws. The FCC requires truthful caller ID information and mandates STIR/SHAKEN to reduce illegal spoofing.

Branded calling supports these requirements by displaying accurate, verified identity. Privacy needs one extra step. Limit the display to your organization name and a general call reason, and keep protected health information off the screen. Document patient consent, honor opt-out requests promptly, and keep separate consent records for care-related and marketing calls.

Branded Calling for Healthcare in 2026

A Complete Guide



How Do Voice and Messaging Work Together for Patient Trust?

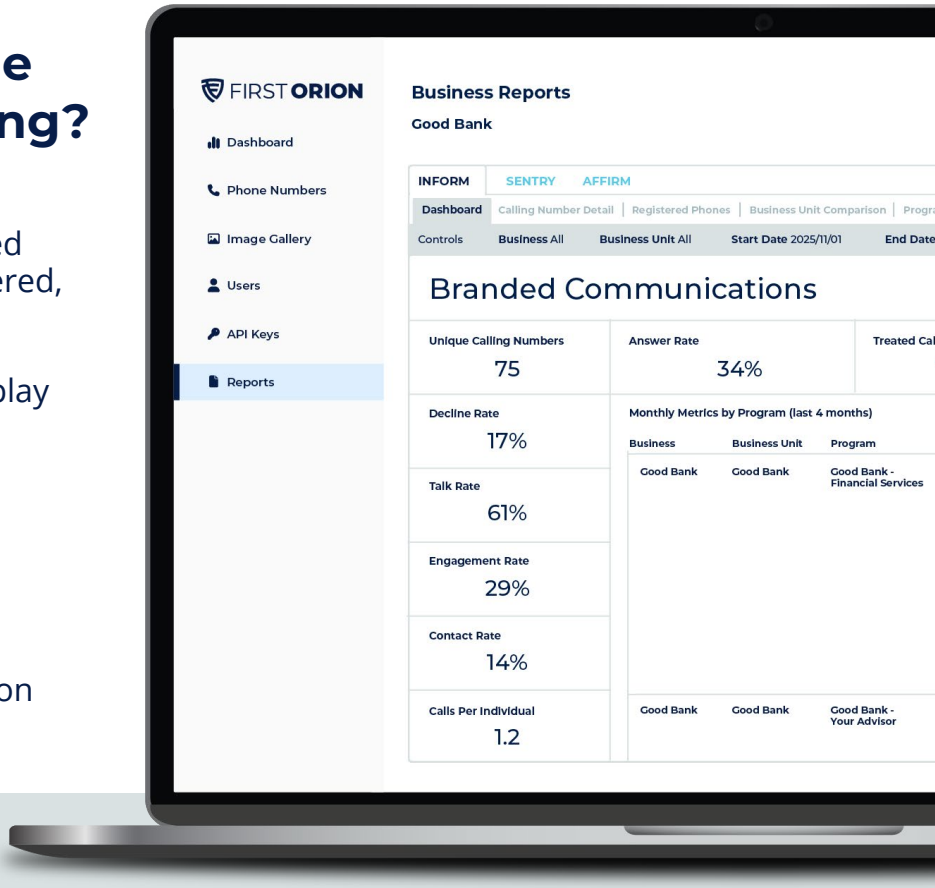
ENRICH® Branded Messaging carries the same verified identity into messaging through RCS. Messages show a verified sender, rich cards, suggested replies, and actions in the patient's native messaging app.

A patient might receive a branded call about an upcoming visit, then a branded message with options to confirm, reschedule, or open a pre-visit form. Both touchpoints carry your verified identity. ENRICH reaches Android and iOS devices (iOS 18.1 and above) on major U.S. carriers, with A2P SMS fallback for devices that don't support RCS.

How Do You Measure the Impact of Branded Calling?

First Orion's Advanced Analytics uses network data to show how many branded calls you sent, how many patients answered, how many declined, and how many conversations your staff completed. You can track results by calling program, display configuration, and time period.

The math is direct. If a 30% lift in answer rate applies to 500 outbound calls a day, that adds roughly 150 conversations that would have gone to voicemail. For a scheduling team, that means filled appointment slots. For a care coordination team, it means faster start of care.



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A Complete Guide

In Conclusion

Branded calling lets patients know who is calling before they answer. Combined with spoof protection and reputation monitoring, it supports faster scheduling, fewer repeat calls, and stronger patient trust. Start with FREE Business Number Registration and build from there.



FAQs About Branded Calling for Healthcare in 2026

What is branded calling and how does it help healthcare organizations?

Branded calling displays your verified organization name and call reason on patient phones before they answer. First Orion's INFORM helps scheduling, care coordination, and follow-up teams reach patients on the first attempt.

Does branded calling expose patient information?

No. The display shows your organization name and a short call reason that you choose. Keep the reason general so it never includes a diagnosis, treatment, or other protected health information.

What is the difference between STIR/SHAKEN and branded calling?

What is the difference between STIR/SHAKEN and branded calling?
STIR/SHAKEN verifies the call path behind the scenes and does not show your name to the patient. INFORM displays your verified name and call reason on the screen.

Can healthcare organizations brand their text messages too?

Yes. ENRICH Branded Messaging delivers verified RCS messages with your logo, suggested replies, and actions, with SMS fallback for unsupported devices.

How do I keep my healthcare organization's numbers from being labeled as spam?

Register your numbers through FREE Business Number Registration, follow calling best practices, and use AFFIRM to track across carrier networks.