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CASE STUDY · COMMURE VOICE AGENTS

Oxford Physical Therapy schedules 14.3% more evals with Ella, the Commure Voice Agent

How an 11-location PT practice replaced voicemail and phone menus with 24/7 coverage and and gave its front desk the room to focus on the people in front of them.

Matt Ernst with Oxford's front desk team

$720K
estimated annual value of the extra evals booked

14×
ROI on Oxford's annual Athelas contract

40%
lower admin costs across Athelas, Ella included

4 weeks
from contract signature to live on the phones

About Oxford Physical Therapy

A physical therapist-owned practice with 11 locations across Greater Cincinnati and Northern Kentucky. After moving off its homegrown EHR, Oxford took a staged approach to Athelas: AI scribing and RCM first, cutting final denials to 0.5% and recovering $250K+. The front desk was next.

The Challenge

Even at its best, including a trial of its phone system's native AI feature, Oxford answered no more than 85% of calls. The rest went to voicemail, initiating a long game of phone tag. Callers faced an impersonal IVR menu, and there was no coverage at all after hours.

> "Ella was so much better than the previous system we tested; it was quickly embraced."
>
> Matt Ernst, PT, MPT, OCS, COMT, CIDN — Partner, Oxford Physical Therapy

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The Solution

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On October 5, 2026, Oxford brought Ella — the Commure Voice Agent — onto its phone systems, booking evals and follow-ups, confirming appointments and handling cancellations, and replacing the old menu entirely.

Oxford introduced Ella on its own website and social channels.

24/7 and peak coverage.

Ella answers during volume spikes, after hours and on weekends. Oxford now starts the week with 6 to 10 weekend bookings — previously zero.

A person is always an option.

Escalation is set low: any caller who asks is routed to the front desk.

Built-in learning.

Oxford employees are able to score calls and interactions with Ella, training her to better match the office's tone. She was adapting within 24 hours.

A launch team focused on you.

Four weeks from signature to live, with working sessions throughout and Athelas monitoring the first days.

The Results

Ella books roughly 60 to 70 additional evals a month. At Oxford's average plan of care of 10 visits, Matt Ernst estimates that is worth more than $60K a month — about $720K a year — on a 14.3% lift in evals scheduled. Those patients show up, too: arrival rates on evals remain near 90%. Front desk time has moved to complex problem-solving, and combined with the rest of Athelas Air, Oxford now runs 40% lower admin costs.

> "We come in Monday morning and Ella has actually scheduled new patients from the weekend!"
>
> Julia Kordenbrock — Assistant Front Desk Manager

> "She was talking to Ella like a long-lost friend... It was great to hear how gently Ella handled her."
>
> Matt Ernst, PT, MPT — Partner, on an 81-year-old patient's call

What's Next

Oxford is looking ahead to outbound agents that make outbound calls to leads, and sees a path to moving more offices to "deskless" clinics. As Matt Ernst puts it: "It's reproducible and trainable. It's an amplifier for your current staff."

Already running on Athelas? Ella is your next step.

Appointments and call outcomes log directly in your EHR. Across practices:

12.5%
more new patient volume from after-hours coverage

$650K+
annual savings vs. traditional telephony stacks

60%
higher patient satisfaction from faster triage

Learn more about Commure Voice Agents at athelas.com/agents

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