

The Callback Log.

Count the calls you never counted.

One tally mark every time a facility calls, texts, or pages to ask where your clinician is. That is the only thing this sheet tracks.

Every growing mobile imaging team has this number. As far as I can tell, no one is tracking it.

01

Tape it to the dispatch desk Monday morning. Skip the overnight row if you don't run nights.

02

One mark per inbound "where are they" contact. Whoever answers the phone owns the pen. Repeat calls from the same facility each get their own mark.

03

End of the week, total the columns and run the three lines at the bottom of the page.

	MON	TUE	WED	THU	FRI	SAT	SUN
Before 10a							
10a – 4p							
4p – 10p							
Overnight (if applicable)							
Of those, no answer ever went back							
DAY TOTAL							

Orders completed this week _____ · Week total, callbacks _____

End of the week, five minutes

1. Week total ÷ orders completed × 100 = **callbacks per 100 orders**. I have not yet met a team that measures this.
2. Week total × 4 minutes = **dispatcher hours spent answering one question**.
3. Those hours × your dispatcher's loaded hourly rate = **what that one question costs you every week**.

Four minutes is the best case, and I used it on purpose. It assumes dispatch reaches the clinician and the clinician answers on the spot, not mid-procedure, not driving, not three floors up looking for the right room. If your honest number is twenty, use twenty.

Then look at two things. Which facility made the most marks, because that is the account most likely to take a call from someone else's rep. And the bottom row, because a question that never got answered costs more than one that took an hour.

Keep the sheet. Nothing to sign up for, nothing to return. I spent years driving between facilities and doing the procedures, and I watched this exact question break the day from both ends of the phone. If your number surprises you, I would like to hear it.

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