



# Golden Valley Health Centers Improved Efficiency and Patient Engagement With Actionable Insights from Brightmetrics



**Industry**  
Healthcare

**Location**  
California's Central Valley

**Website**  
gvhc.org

## Overview

Golden Valley Health Centers (GVHC), a major healthcare provider in California's Central Valley, faced challenges managing patient interactions due to a lack of real-time data insights and inefficient manual reporting processes. To enhance operational efficiency and patient satisfaction, GVHC implemented Brightmetrics. The solution provided real-time reporting, actionable insights, and improved staffing strategies, including optimizing shift scheduling and reallocating resources to peak call times. As a result, GVHC significantly enhanced call handling efficiency, improved workforce allocation, and strengthened the overall patient experience.

## About Golden Valley Health Center

Golden Valley Health Centers (GVHC) is a leading healthcare provider serving California's Central Valley. Established in 1972, GVHC offers comprehensive medical and dental care to families in need. With a workforce of over 1,000 employees operating across 45 health centers, GVHC has built a strong reputation for delivering quality, accessible healthcare. Today, GVHC serves nearly 150,000 patients annually and manages approximately 400,000 calls each quarter. Given the region's diverse population and unique healthcare demands, GVHC depends on a robust telephone system to facilitate seamless, real-time communication, ensuring patients receive the best possible care.

## Outcomes

- ✓ Brightmetrics uncovered that GVHC had underestimated its call volume by nearly four times, allowing for smarter staffing adjustments and significantly shorter patient wait times
- ✓ Automated reporting replaced manual processes, allowing teams to generate reports in minutes instead of hours and focus on patient care
- ✓ Real-time call monitoring improved call workflows, queue management, and patient support



"A hundred people use our wallboards all day long, and the value is extraordinary."

Network Administrator, Golden Valley Health Center

# Challenge

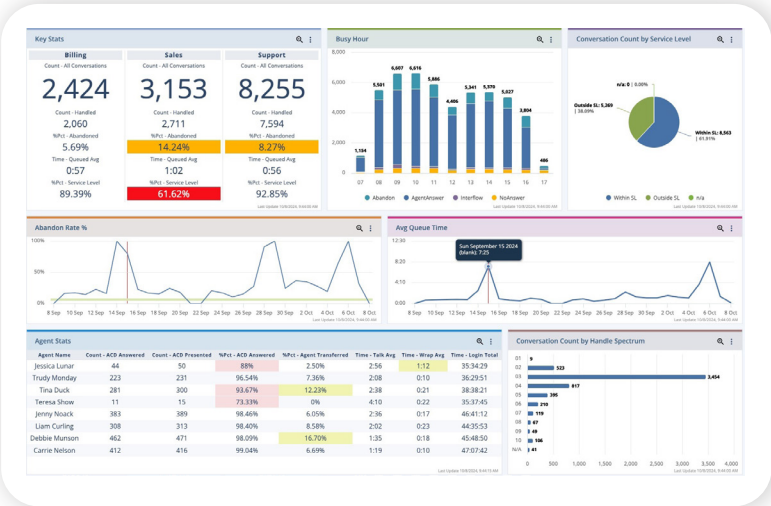
GVHC struggled with limited visibility into their call center’s performance, relying on inefficient manual reporting that delayed decision-making. Without real-time access to data, the organization faced difficulties optimizing staffing levels and promptly ensuring patients were connected with the right representatives. The absence of granular interaction insights made tracking service quality and improving patient satisfaction challenging.

# Solution & Implementation

To address these challenges, GVHC implemented Brightmetrics. Real-time monitoring provided immediate access to call performance data, enabling leadership to make informed decisions quickly. With actionable notifications and alerts, Brightmetrics enabled GVHC to identify unusual call trends before they escalated into significant service disruptions.

Brightmetrics transformed complex datasets into intuitive visual reports, making it easier for staff at all levels to interpret and act on the information.

A user-friendly interface ensured employees across departments could access and utilize the tool, regardless of technical expertise. Implementing these capabilities allowed GVHC to transition from a reactive approach to a proactive strategy in managing patient interactions and service operations.



## Results

Within months of implementing Brightmetrics, GVHC experienced significant improvements:

### Optimized Staffing and Call Volume Management

Brightmetrics uncovered that GVHC's call volume was nearly four times higher than previous estimates. This revelation enabled the organization to adjust staffing schedules accordingly, ensuring sufficient coverage during peak hours. With more accurate staffing decisions, patient wait times decreased, and overall service efficiency improved.

### Enhanced Technical Support Efficiency

Before Brightmetrics, GVHC relied on a manual reporting process that consumed valuable time and resources. The new system automated these reports, freeing staff to focus on patient care rather than data compilation. Departments across GVHC could now generate customized reports in minutes, using advanced filters to extract the needed insights. Brightmetrics also provided extensive training materials and support, ensuring a smooth system adoption.

### Enhanced Technical Support Efficiency

By tracking key performance indicators such as queue times and agent response rates, GVHC gained more profound insights into the patient experience. This allowed them to refine call-handling procedures and better allocate resources during high-traffic periods. Real-time monitoring of agent performance ensured that patients received timely and personalized assistance.

"Reports from Brightmetrics enable us to gauge staffing levels needed to keep up with our call volumes. We can measure abandonment rate and hold times to ensure timely patient service."

Ancillary Services Director  
Golden Valley Health Center

## Conclusion

The GVHC case study underscores the value of real-time data insights in healthcare contact centers. With Brightmetrics, GVHC optimized staffing strategies by improving shift scheduling, redistributing resources during peak call times, and balancing agent workloads. Automated reporting streamlined operations while enhanced queue management and real-time monitoring improved patient service. These strategies led to more efficient operations, cost savings, and increased patient satisfaction. The transition from manual to automated reporting empowered staff with the tools needed to respond more effectively to patient needs.

As GVHC expands, Brightmetrics will remain integral in refining operations and improving patient care. Other healthcare organizations facing similar challenges can benefit from Brightmetrics' solutions to streamline operations, optimize workforce allocation, and ultimately enhance the patient experience.



Brightmetrics equips contact centers and enterprises with intelligent analytics and reporting solutions to convert data into actionable insights. Our platform supports real-time and historical analysis, improving customer experience by driving strategic decisions and operational improvements. With Brightmetrics, businesses achieve smarter decisions, enhanced efficiency, and sustained growth through comprehensive data insights.