



NEWS RELEASE

Vonage and Epic Hello World Collaborate to Improve Patient Engagement and Reduce No-Shows

2026-09-23

Branded calling capabilities, built with Vonage Voice API and Epic® Hello World® Voice communication platform, enables healthcare organizations to deliver trusted, branded patient communications

HOLMDEL, N.J.--(BUSINESS WIRE)-- Vonage, a part of Ericsson (NASDAQ: ERIC), today announced that it is delivering **Branded Calling** technology to the **Epic Hello World** communication platform. Built with the Vonage Voice API, the integration enables healthcare organizations to display their name, logo and reason for calling directly on patients' mobile devices before a call is answered - helping increase answer rates, improve patient engagement, and reduce missed appointments.

"When a patient misses a visit, their care is disrupted and the health system loses time and resources that could have gone to another patient," said Borno Akhter, who leads Hello World development at Epic. "Branded Calling helps patients stay connected to their care by replacing an unknown number with a familiar name."

Health systems using Hello World have leveraged automated outreach to help prevent more than 3.4 million no-shows over the past 12 months. Branded Calling builds on those efforts by helping patients recognize legitimate healthcare communications and distinguish them from spam or fraudulent calls, enabling providers to connect more effectively with the people they serve.

Branded Calling displays verified provider information, including the healthcare organization's name, logo and reason for calling, directly on supported mobile devices - helping healthcare organizations improve outreach effectiveness while strengthening patient trust.

“Close to ninety percent of unidentified enterprise calls go unanswered, posing a significant risk within the healthcare industry¹,” said Fredrik Gessler, Head of Product Management - API for Vonage. “With Branded Calling, Vonage and Epic are helping healthcare systems redefine the way they connect with their patients. This unified and branded calling experience starts the call and sets the tone, building trust before it is even answered.”

Epic notes that adopters of Branded Calling have reported answer rates approaching 45%, helping more patients confirm appointments, receive timely reminders and stay connected to care. Healthcare organizations are using Hello World to reconnect with patients who miss scheduled visits, with one Epic Hello World provider noting more than 220 appointments through automated outreach — a 14% conversion rate — helping bring patients back into care and improve appointment utilization.

“API-supported proactive outreach has become an important service element for nearly 70% of companies we’ve studied in our CX research. For leading healthcare companies, this has meant the ability to turn simple messaging platforms into comprehensive, data-driven solutions for engaging patient interactions,” said Beth Schultz, VP of Research and Principal Analyst for Metrigy. “In turn, providers are leveraging programmable capabilities like branded calling powered by APIs to enable healthcare companies to engender the trust needed for delivering improved personalized patient experiences that, most importantly, drive better health outcomes. This is driving the future of healthcare.”

See how Vonage APIs are helping healthcare platforms and providers to create powerful and personalized patient experiences that improve patient outcomes, lower costs and eliminate barriers to care.

¹ TransUnion, Five Reasons to Brand Your Calls, <https://www.transunion.com/whitepaper/five-reasons-to-brand-your-calls>, 2025.

About Vonage

Vonage, a part of Ericsson, creates technology that empowers enterprises and equips developers to lead in the next era of digital transformation. Its AI-powered platforms and tools enable new value creation and innovative customer experiences across mobile networks and the cloud.

The company's technology portfolio includes Network APIs, CPaaS, CCaaS, and UCaaS solutions. Trusted by enterprises across industries and embraced by developers around the world, Vonage is committed to reimagining every digital interaction.

Vonage is a wholly-owned subsidiary of Ericsson (NASDAQ: ERIC) and operates within Ericsson Group Business Area Global Communications Platform (BGCP). For more information visit www.vonage.com and follow @Vonage.

Copyright © 2026 Vonage. All rights reserved. VONAGE®, the V logo, and other Vonage marks are registered trademarks of Vonage or its affiliates in the United States and other countries.

Epic, MyChart, and Hello World are trademarks of Epic Systems Corporation.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20260922532286/en/>

Press Contact:

press@vonage.com

Source: Vonage