



OSF OnCall Contact Center to receive Outstanding Contact Center Culture Award

For Immediate Release

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(March 3 2026/Peoria, Illinois) — OSF OnCall, the digital and virtual care division of OSF HealthCare, has been recognized for Outstanding Contact Center Culture, honoring its commitment to a positive, empowering, and inclusive workplace where team members thrive and patient care is enhanced. The award will be presented at Healthcare Call and Contact Center's 35th Annual Conference, June 3-5, 2026 in Atlanta, Georgia.

"Our contact center is often the very first human connection patients have with our Ministry, and our Mission Partners set the tone for the entire care journey. Their compassion, professionalism, and dedication turn every interaction into a moment of trust and reassurance. By intentionally investing in their growth, listening to their voices, and empowering their ideas, we strengthen not only our teams, but the experience of care for every patient we serve."
Melissa Shipp, Vice President Digital Experience, OSF OnCall

Serving patients and care teams across the entire OSF HealthCare Ministry, the OSF OnCall Contact Center has built a culture grounded in compassion, collaboration and continuous learning and it is a culture that is producing measurable results.

An annual confidential employee engagement survey shows the Digital Experience division, which includes the contact center, earned an engagement score of 4.5, with 61% of respondents classified as highly engaged — 0.41 points above the OSF average and 0.51 points above the national health care employee average.

That engagement translates directly into patient experience. Following the launch of an emotional intelligence training program in 2024, call quality scores increased by more than 15% within six months, and Net Promoter Scores improved by an average of +14.66 points compared to the previous year. Patient feedback consistently highlights empathy, reassurance and clear communication.

The contact center's culture has also driven dramatic improvements in recruitment and retention. Staffing grew by 44% from fiscal year 2023 to fiscal year 2025, while turnover dropped from 31.6% to 10.1% — nearly a 70% reduction over two years.

The OSF OnCall Contact Center has received national recognition for its innovative virtual care, including the 2023 ICMI Global Contact Center Award for Best Strategic Value to the Organization.

A key differentiator has been the creation of the Digital Experience Division Unit Practice Council, empowering Mission Partners at all levels to lead initiatives, strengthen communication and shape their work environment. The council has launched division-wide engagement activities, recognition programs and community outreach efforts, including an Angel Tree campaign benefiting children and families.

"The Best Contact Center Culture Award recognizes organizations that demonstrate exceptional employee engagement, leadership support, inclusivity and measurable business impact. OSF OnCall has shown it is excelling in all these important areas that contribute to a culture where employees want to work and patients are well served."-Jessica Levco, Writer & Event Strategist, Healthcare Contact Center Times

For OSF OnCall, the recognition affirms that culture is not simply an internal priority — it is a strategic driver of performance, patient loyalty and long-term sustainability.

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OSF OnCall, part of Peoria, Illinois-based OSF HealthCare, offers unique, full-scale digital health and convenient care options. Providing an array of services anytime, anywhere, OSF OnCall includes digital platforms and software to connect people with care 24/7 using smartphone apps, text-based check-ins and video visits with live support. [OSF OnCall Urgent Care](#) offers in-person or virtual visits for minor injuries and illness. [OSF OnCall Connect](#) supports people through digital and at-home care. OSF OnCall also represents other at-home and hospital-based digital care including remote monitoring, intensive care and hospitalist programs, as well as a digital hospital option. Learn more at osfoncall.org.

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