SECUREVIDEO

WHITE PAPER

MASKED CALLING

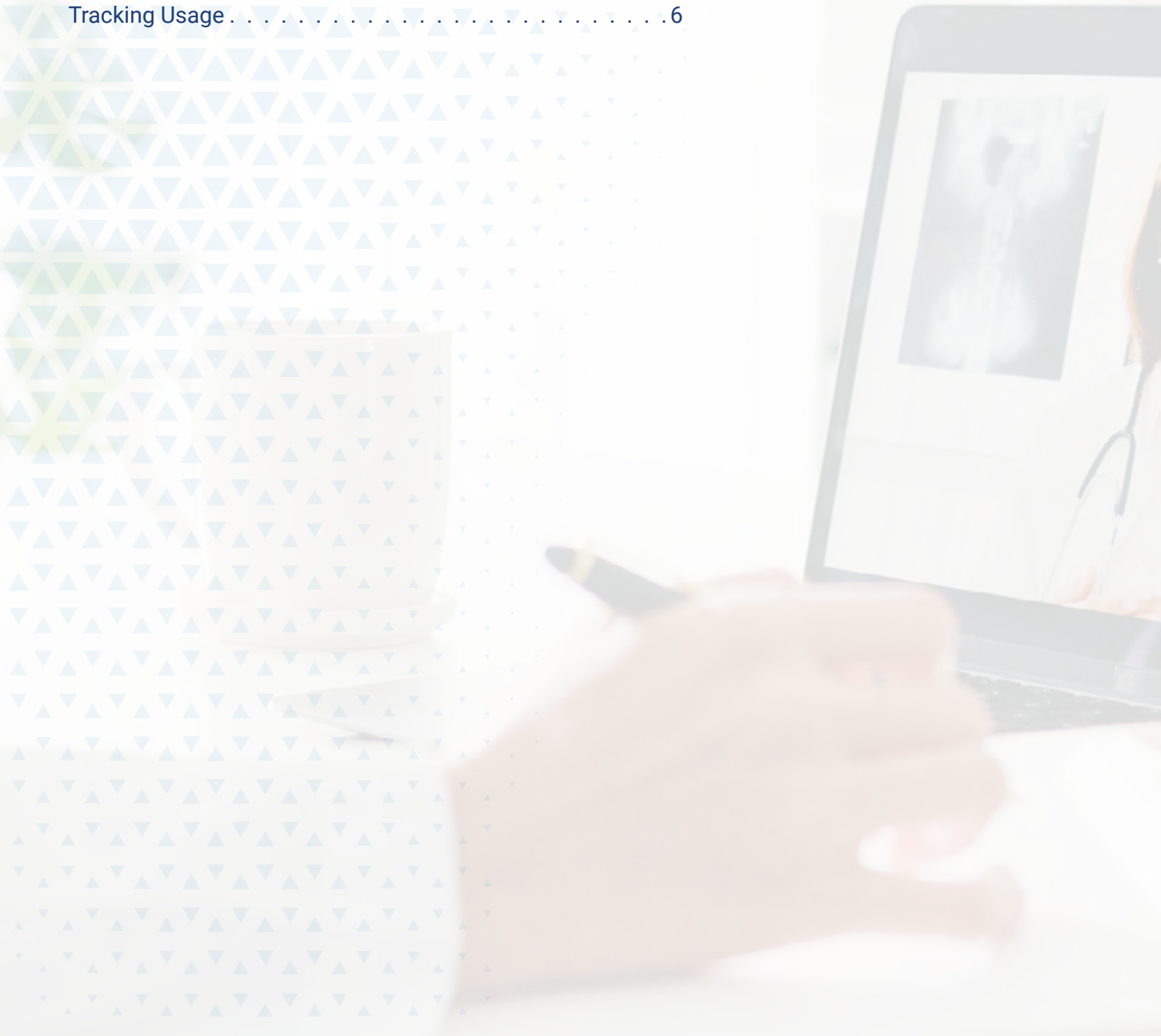
The privacy tool that lets your team call patients without ever exposing a personal phone number.



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Introduction

Every telehealth practice eventually runs into the same small but sticky problem: a provider or staff member needs to call a patient, but the only phone available is a personal cell. Give that number out enough times and it stops being personal, it becomes the practice line, ringing at dinner, on weekends, on vacation.

Masked Calling is SecureVideo's answer to that problem. It lets anyone on your team place an outbound call from the SecureVideo dashboard, using the microphone and speakers already built into their computer, tablet, or phone, while the patient sees a practice number on their caller ID instead of a personal one.

This guide walks through what Masked Calling is, how it works, why it matters for your practice, and how to get it set up.



What Masked Calling Actually Is

In SecureVideo's own words: *"Masked calling is a feature that allows users to make an outbound phone call (VOIP) directly through their dashboard, using their device's speakers and microphone."*

In plain terms: the call is placed from your SecureVideo dashboard, not from your personal phone line. The system routes the call over the internet (VOIP), and the number that appears on the patient's caller ID is a real, pre-verified number you've chosen to show them, typically your main office line.

Not the Same as Blocking Your Caller ID. It's worth being precise about what this is not. Blocking or hiding your caller ID leaves the patient looking at "Unknown" or "Private Number", which many people simply won't answer, and which gives them no way to call back if they miss it. Masked Calling is different by design: ***"This approach differs from blocking caller ID because patients see a recognizable number, increasing call answer rates and providing a callback option if they miss the call."***

That distinction is the whole value proposition: privacy for your staff, without sacrificing trust or reachability for your patients.

How It Works

Masked Calling runs as VOIP through your browser or the SecureVideo app, there's no separate softphone, SIM card, or carrier plan to manage. Any device with a microphone and speakers (desktop, laptop, tablet, or smartphone) can place a masked call once a number has been verified on the account.

Step 1: Verify the Number You Want Patients to See.

This is a one-time setup per number, and it can be done by an Account Administrator, a Videoconference Session Host, or a Videoconference Session Scheduler for Other Hosts.

- **From the dashboard, select "Setup Masked Calling" (or go to Features to Masked Call Numbers to verify additional numbers later).**
- **Enter the number you own and want patients to see in the "Number to Show to Patient" field.**
- **Give the number a nickname, note that this nickname is visible to everyone else on your organization's account.**
- **Click "Verify Number." SecureVideo places an automated call to that number.**
- **Answer the call and enter the 6-digit verification code it provides.**
- **Once confirmed, the number is live and ready to use.**

A couple of practical notes: numbers behind an auto-attendant or that require dialing an extension need SecureVideo's support team to help verify, and your IT team may need to review firewall settings to make sure the feature isn't blocked on your network. Once a number is verified, it's shared across your whole organization account, any Host or Admin can use it, not just the person who set it up.

Step 2: Place the Call.

Once a number is verified, there are three ways to place a masked call:

- **From a saved Contact in your SecureVideo dashboard**
- **By manually dialing a new number from the dashboard**
- **Directly from a participant list inside a scheduled telehealth session**

The patient's phone rings like any normal incoming call, the only difference is what shows up on their screen: your verified practice number, not a staff member's personal one.



Why It Matters

For Your Staff and Providers:

- Personal numbers stay personal. No one has to give out a cell number to reach a patient.
- Clear boundaries, without losing flexibility, calls can still be placed from any device, so working from home or between locations doesn't mean choosing between privacy and reachability.
- Every masked call is logged automatically, call time, caller, recipient, and duration, so there's a record without anyone having to track it manually.
- Rollout is flexible: an admin can turn it on for the whole organization, or an individual provider can enable it just for themselves.

For Your Patients:

- A recognizable, callable number increases the odds they'll actually answer, cutting down on phone tag.
- If they miss the call, they have a legitimate number to call back, unlike a blocked or unknown caller ID, which often gets ignored entirely.

SecureVideo's Masked Calling includes monthly call minutes with low overage rates. Exact minute allotments and overage pricing vary by plan, check with your SecureVideo account team for the numbers on your contract.





Where This Fits Into a Typical Day

The scenarios below are common, sensible ways a practice might put Masked Calling to use. Treat them as illustrative starting points for your own workflow rather than an official SecureVideo case study, every practice's situation is a little different.

- Front-desk staff returning patient calls from a personal cell phone while working remotely or after hours, without that number ever reaching the patient.
- A provider calling a patient back about test results or a scheduling change from home, on a weekend, or between appointments, while keeping their personal number out of the exchange entirely.
- Practices in sensitive specialties, behavioral health, reproductive and fertility care, menopause and women's health, and similar areas where discretion matters — using a masked, office-branded number to keep every patient touchpoint feeling professional and private on both ends of the call.
- Multi-provider teams sharing one verified number so patients always see a consistent, recognizable practice line no matter who's calling.

The Privacy and Compliance Angle

SecureVideo positions its platform broadly as HIPAA-compliant, and Masked Calling is one of several "Advanced Session Tools" designed to keep patient communication inside that same auditable, access-controlled system rather than scattered across personal devices and consumer apps.

The reasoning is straightforward, even where it isn't a formal certification claim: a personal cell phone sits entirely outside a practice's controlled systems. If that phone is lost, replaced, or the staff member leaves, there's no institutional record of who called whom, and no way to revoke access to that channel. Routing calls through Masked Calling instead keeps the communication logged, reportable, and tied to the organization rather than to one person's personal device.

That said, Masked Calling itself isn't marketed as satisfying any single specific HIPAA safeguard on its own, it's one piece of a broader compliance posture. If your practice needs a formal compliance opinion for an audit, loop in your compliance officer or SecureVideo's team directly rather than relying on this guide alone.

Tracking Usage

Every masked call is logged automatically, and reviewing that history is straightforward:

- **Go to your profile icon and select Reports.**
- **Find "Masked Call Usage" and click Go.**
- **Filter by user (permission-dependent, some roles see only their own history, while Admins can see the full organization's) and by date range, or leave the date range blank to see everything.**
- **Export the results to Excel if you need them for billing review, compliance documentation, or a quick audit.**

The exported report includes the call start time (in your account's timezone), who placed the call, the number called, the recipient's name if they're a saved Contact, the number dialed, and the call duration.

Ready to Keep Your Team's Numbers Private?

Masked Calling comes as part of SecureVideo's broader set of Advanced Session Tools, alongside E-Documents, Secure Clinical Chat, session notes, and secure payments, so your team can run every patient touchpoint from one HIPAA-compliant platform.

- Verify your first number in minutes from your SecureVideo dashboard.
- Roll it out account-wide, or let individual providers opt in.
- Talk to your account team about minute allotments and overage rates for your plan.

Start your free 14-day trial at securevideo.com