

Case Study [SNAPSHOT]: Medical Billing Company Saves \$150K Annually while Streamlining New Client Onboarding

OCT 2024



"If I call Global and say, 'Hey, we have this huge customer in the pipeline,' I know they're going to be ready."

-Owner, Medical Coding & Billing Company

Client Profile

Florida-based medical billing and coding company working with providers across the country. The billing company has 12 full-time, onshore employees.



FOUNDED IN
2019



MULTISPECIALTY



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ATLANTA | CHENNAI | MANILA

CHALLENGE

One Florida-based medical billing and coding company managed to stay afloat by recruiting new graduates. But as the company grew, it became harder to find enough qualified individuals.

SOLUTION

In 2023, the company partnered with Global Healthcare Resource for routine tasks like payment posting and charge entry, allowing onshore employees to reallocate their time toward more complex processes, as well as onboard new clients more quickly.

\$150K

Annual
Operational
Savings

Under
14 Days

Time to
Onboard
New Client

>98%

Accuracy for
Charges &
Payments

RESULTS

1

Supporting Sustained Business Growth

"When we sign a big customer, it's hard to teach everybody in a quick timeframe. Now Global handles that for us."

2

Reinvesting Time to the Provider Experience

"When a provider emails us, we're [onshore team] able to email them right back. We're always here to answer the phone. This 'personal touch' is what helps us stand out among competitors."

3

Reallocating Time to Complex Processes

"Outsourcing certain routine revenue cycle functions also means onshore staff are free to tackle tasks of greater complexity. Outsourcing frees up our onshore team to work the actual A/R—to be on the phone talking with patients and make a significant difference for our clients."

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OVERVIEW

Despite healthcare staffing shortages, one Florida-based medical billing and coding company managed to stay afloat by recruiting new graduates. But as the company grew, it became harder to find enough qualified individuals.

“When we started to scale faster than we imagined, we knew we needed to do something differently,” says the owner, who founded the company in 2019.

In addition, the Florida-based company wanted to differentiate itself from competitors. “A lot of the bigger corporate outsource companies provide medical practices with billing software as well,” she says. “We can’t do that. We’re too small.”

The company also wanted to focus more diligently on helping its clients reduce their aging accounts receivable (A/R). This was challenging, though, because staff were also tasked with other routine, time-consuming revenue cycle functions. Limited resources meant it was difficult to increase its A/R-related efforts in any meaningful way.

SOLUTION

The owner was already familiar with Global Healthcare Resource because of its partnership with one of her former employers. In 2023, she decided to partner with Global again specifically for payment posting and charge entry.

RESULTS

Supporting Sustained Business Growth:

Through its partnership with Global, the Florida-based billing company now onboards new clients with ease.

“If I call Global and say, ‘Hey, we have this huge customer in the pipeline,’ I know they’re going to be ready,” says the owner.

Not only is Global prepared with enough revenue cycle staff; it also trains staff as needed.

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RESULTS [CONTINUED]

“When we sign a big customer, it’s hard to teach everybody in a quick timeframe. Now Global handles that for us,” she adds.

In addition, GHR is well-versed in many different electronic health records. This means the Florida-based medical billing and coding company isn’t limited in terms of the types of clients it can assist.

“Communication with Global is very open,” she adds. “I can always request a phone call and have a meeting in a day or two at max. We’re always emailing back and forth. They’re very honest and want to do whatever it takes to fix things.”

Reinvesting Time to the Provider Experience

Augmenting its onshore team allows the company to prioritize providers’ needs. “When a provider emails us, we’re able to email them right back. We’re always here to answer the phone,” she says. “This ‘personal touch’ is what helps us stand out among competitors.”

Reallocating Time to Complex Processes

Outsourcing certain routine revenue cycle functions also means onshore staff are free to tackle tasks of greater complexity.

“Outsourcing frees up our onshore team to work the actual A/R—to be on the phone talking with patients and make a significant difference for our clients,” she says.

Cost Savings:

By offshoring its charge entry and payment posting processes to Global, the Medical Billing and Coding Company is seeing operational savings of approximately \$150,000 annually.

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LOOKING AHEAD

“Right now, we’re happy with where we are,” she says. “But if we continue to grow, we’ll continue to do it with our offshore partner.”

ABOUT GLOBAL:

Global Healthcare Resource specializes in creating international teams of highly-skilled revenue cycle and patient call center professionals. Global proudly serves RCM companies, providers, hospitals, and healthcare technology platforms as an extension of their team.