

Case Study [SNAPSHOT]: Patient Call Center Reduces Operating Costs by 40%



"We were not getting the right caliber candidates, and sometimes people would accept the position and then not show up."

-Hiring Manager

Client Profile

A revenue cycle management company providing medical billing, practice management and patient call center services to more than 5,000 providers nationwide.



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CHALLENGE

It often took the hiring manager weeks or months to fill vacant call center positions, and the process had begun to negatively impact service quality.

SOLUTION

In 2016, the RCM Company decided to partner with Global Healthcare Resource for an 80-seat patient call center in Manila, Philippines to supplement their two stateside call centers.



**Assembled
80-Seat Call Center**



**40% Cost
Savings Annually**



**Extended Operating
Hours by 2hr/day**

RESULTS

1

Cost Savings

"The cost savings we've seen from partnering with Global has allowed us to invest in other areas, particularly one-on-one training and employee engagement. We want our employees to feel appreciated."

2

Built-in Collaboration

"Working with a partner that employs offshore staff cultivates creativity and innovation through different cultural perspectives."

3

Business Continuity during Times of Transition:

"Sometimes I would interview 5 people and still not find the right match. It could take a month or more to find someone. Global could fill the position immediately."

4

Enhanced Service Quality and Patient Experience:

"Having offshore involvement is a huge benefit. I would highly suggest exploring this to augment your existing patient call center, save costs, and grow your business."

Case Study [FULL STORY]: Patient Call Center Reduces Operating Costs by 40%

OVERVIEW

When a revenue cycle management company (RCM Company) started to notice high turnover rates in its two busy stateside patient call centers, leadership knew they needed to pivot. The problem was this: Two larger healthcare employers located nearby were luring qualified agents to their companies using higher salaries, better benefits, and the ability to work from home permanently.

It often took the hiring manager weeks or months to fill vacant call center positions, and the process had begun to negatively impact service quality.

“We were not getting the right caliber candidates, and sometimes people would accept the position and then not show up,” said the hiring manager. “This was starting to affect our handle times, first call resolutions, abandon rates, and quality scores.”

The RCM Company, which had begun partnering with Global Healthcare Resource in 2010 to provide staffing support for accounts receivable follow-up and medical coding, decided to explore the possibility of seeking support for its patient call center as well.

While the RCM Company was open to offshoring patient call center work, leaders had initial reservations, primarily that the quality of services would be compromised due to communication barriers.

SOLUTION

In 2016, the RCM Company's leadership team decided to visit Manila to learn more about Global's offshore offerings. “They immediately felt very comfortable,” said the hiring manager. Global's extensive understanding of U.S. culture and healthcare terminology provided ease and reassurance that both organizations were compatible.

The leadership team also liked the fact that Global would permit managers to participate in hiring decisions. “Global told us we could listen to some of the calls before they added an employee to our account. We knew that would be helpful because we wanted to make sure patients would feel as though they were speaking with someone sitting in the same geographic region,” added the hiring manager.

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SOLUTION [CONTINUED]

Leaders were also impressed with Global's highly secure office environment. "Global is completely transparent with its training materials, and they ensure their security measures mirror ours," said the hiring manager.

In addition, the leadership team appreciated Global's accelerated training program that incorporated standard operating procedures, new U.S. healthcare regulations, and more. Global explained it holds offshore employees to the same proficiency requirements as the RCM Company's own stateside employees.

In 2016, the RCM Company decided to partner with Global for an 80-seat patient call center in Manila. This partnership was particularly critical during the COVID-19 pandemic.

"Without Global's help, we would not have been able to survive the pandemic with the number of staff we had," recalls the hiring manager.

RESULTS

Cost Savings:

By offshoring a portion of its patient call center services to Global, the RCM Company has seen a savings of 40% annually.

"The cost savings we've seen from partnering with Global has allowed us to invest in other areas—particularly one-on-one training and employee engagement. We want our employees to feel appreciated," said the hiring manager.

Built-in Collaboration:

When clients partner with Global, they get just that—a partnership. "What I like most about working with Global is the collaboration and communication—the willingness to learn and improve the process," said the hiring manager. "We're all working for the same goal even though we are oceans apart."

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RESULTS [CONTINUED]

Even though Manila is ahead of the stateside team by 12 hours due to different time zones, it's not a challenge in terms of fostering unity and teamwork. "We work well together to coordinate weekly meetings at a time that is conducive to everyone's schedules. That's typically mid-morning our time," said the hiring manager.

Cultural differences are an advantage rather than a barrier, said the hiring manager. "Working with a partner that employs offshore staff cultivates creativity and innovation through different cultural perspectives," they added.

Business Continuity During Times of Transition:

Partnering with Global provides an ever-present safety net when unexpected challenges arise.

"When I'm faced with a resignation or termination, Global can ramp up very quickly. It's easier to stay on track because Global can pull in a candidate who's trained and ready to go much sooner than I can stateside," said the hiring manager.

"Sometimes I would interview 5 people and still not find the right match. It could take a month or more to find someone. Global could fill the position immediately," they said.

Enhanced Service Quality with a Focus on the Patient Experience:

Since partnering with Global, the RCM Company has been able to extend its hours of operation by two hours daily while simultaneously providing coverage on U.S. holidays and weekends. It also continually meets and exceeds benchmarks and key performance indicators. "Having offshore involvement is a huge benefit. I would highly suggest exploring this to augment your existing patient call center, save costs, and grow your business," said the hiring manager.

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