

Case Study [SNAPSHOT]: ASC Revenue Cycle Provider Collects \$2.8M in Patient Revenue in 18 Months



“With patient questions, it’s a lot of digging, problem-solving, troubleshooting, and thinking on your feet. Global’s reps are really good at this.”

-Director of Transcription Operations

Client Profile

Leading revenue cycle solutions provider offering billing, coding, transcription and documentation management services to ASCs nationwide.



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CHALLENGE

A leading revenue cycle management provider for ambulatory surgery centers struggled to keep pace with rising inbound and outbound call volumes. With one representative covering multiple ASCs, wait times topped 20 minutes and voicemails often went unanswered for days. Rapid growth and staffing shortages made it difficult for leadership to find qualified talent without significantly eroding profit margins.

SOLUTION

Through its partnership with Global, the ASC RCM company rapidly scaled comprehensive back end support, enabling timely claim submission, accelerated patient balance collections, and more effective guidance for patients navigating post service payment plans and financial assistance options.

\$2.8M

**Patient
A/R collected
w/in 18 months.**

88%

**Percent
reduction in call
wait times.**

3 Hrs

**# of Operating
hours extended
every day.**

RESULTS

1

Maximizing Revenue

Within 18 months of initiating the partnership, the ASC RCM company collected \$2.8 million in patient revenue.

2

Improving Efficiency

By redistributing the work of one onshore rep across as many as five offshore reps, call wait times were reduced by 88%.

3

Extending Coverage

Global leveraged flexible staffing to provide 3 additional hours of daily coverage.



Case Study [FULL STORY]: ASC Revenue Cycle Provider Collects \$2.8M in Patient Revenue in 18 Months

OVERVIEW

In an era of increasingly complex high-deductible health plans, a leading revenue cycle management (RCM) services provider for ambulatory surgery centers (ASC) nationwide struggled to keep up with inbound and outbound calls. With only one representative assigned to multiple ASCs, call wait times had ballooned to more than 20 minutes and patients often had to leave voicemails that took reps days to return.

“We were so short staffed that we couldn’t work accounts consistently or properly,” recalled the director of transcription operations who also oversaw patient account representatives and insurance verification specialists.

Staffing shortages were particularly acute during times of rapid growth. The director either couldn’t find the talent she needed, or the cost of hiring enough employees to meet the demand eroded profit margins too significantly. That’s when she decided to pursue a new approach.

SOLUTION

Through a partnership with Global Healthcare Resource, the ASC RCM company immediately scaled comprehensive back-end RCM coverage so it could submit claims in a timely manner, collect outstanding patient balances expeditiously, and help patients navigate post-service payment plans and other forms of financial assistance more effectively.

The Global partnership eventually led to front-end revenue cycle support as well which included verifying eligibility and benefits, providing cost estimates to patients, and collecting up-front patient payments. Global also supported special projects like end-of-year cash pushes where reps called patients directly to offer prompt pay discounts.

RESULTS

Maximizing Revenue

Within 18 months of initiating the Global partnership, the ASC RCM company collected \$2.8 million in patient revenue—a result the director attributes to having additional staff members available to engage patients. “We wouldn’t have been able to do this with the staff we had,” said the director. “We needed Global’s help.”



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RESULTS [CONTINUED]

Improving Efficiency and Extending Coverage

The partnership with Global enabled the company to redistribute the work of one onshore rep across as many as five offshore reps, reducing call wait times by 88%, and enabling same-day callbacks. It also allowed the ASC RCM company to accommodate extending business hours by 3 hours (i.e., 7am to 7pm EST) to address patient questions and collect patient payments.

Enhancing Front-end Processes

With Global's help, the ASC RCM company also focused more intently on the time-consuming—yet critical—task of verifying eligibility and benefits. The result? It provided more accurate cost estimates to patients, prevented surprise bills, and improved the overall patient experience.

“Global has helped with all of this,” said the director. “We’ve been able to get more reps on these tasks, including re-running Medicaid cases at the start of every month to make sure patients are still eligible.”

Enabling Business Growth

During times of rising labor costs, the decision to outsource offshore was a fiscally responsible one, said the director. For the cost of one full-time onshore employee, the ASC RCM company gained two Global employees, making it easier to scale up as needed. For example, the company recently added 14 new ASC clients in a matter of weeks, and Global's reps were trained and ready in the pipeline. “It was quite a large volume of new client onboarding all at once for us, and Global was very helpful,” said the director.

Accommodating Diverse ASC Systems

As the ASC RCM company continued to add additional ASC clients—including de novo ASCs—appropriately-staffed Global reps received training on site-specific billing policies, procedures, and IT systems.

“We have a SharePoint site that includes all of the specifics for each account,” said the director. “Attention to detail is an absolute must, and being able to switch fluidly between systems throughout the day is so important. Global’s reps do all of this with ease.”



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RESULTS [CONTINUED]

Harnessing Collaboration

While the director had considered other offshore vendors, she was particularly drawn to GHR's ability to:

- **Answer complex, nuanced questions.** "With patient questions, it's a lot of digging, problem-solving, troubleshooting, and thinking on your feet. Global reps are really good at this," she added.
- **Build trust with patients.** "Global is really good at screening their reps to ensure their dialect sounds as close to 'English as a first language' as possible," she said.
- **Communicate openly.** "We work very cohesively together," she said. "When I tell Global there's an issue, they address it immediately. We also have team meetings and dashboards we review weekly or as needed."
- **Handle any patient scenario with empathy and professionalism.** "We give Global call scripts, but they're able to adapt as needed," she said. "They also have team leads auditing and coaching the reps to help them grow professionally."

Looking ahead, the director expects the collaboration with Global to strengthen as regulations increase in complexity. She explained, "We keep Global informed about regulatory updates, and they implement the necessary policies to stay compliant. Success requires teamwork—everyone must contribute."

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.

