Rawhide
ENHANCED OUTSOURCING

APPOINTMENT SCHEDULING SERVICES

The smart way to increase your revenues

ROBUST | PROFITABLE | STREAMLINED

SEI - CMM Level 4 COMPANY

ISO 9001:2015

$1 MILLION GUARANTEE SECURE DATA ENCRYPTED network solutions

PCI DSS COMPLIANT

ISO 27001:2013 *INFORMATION SECURITY MANAGEMENT SYSTEM*

HIPAA Compliant

APPOINTMENT SCHEDULING

CLIENT

- Our client is an American dermatology practice management company with a strong foothold in Florida
- The practice management company has 77 providers in 39 offices serving over 450,000 patients
- They offer the full spectrum of dermatologic services, including clinical, surgical, and cosmetic, for adults and children

BUSINESS SITUATION

- Appointment scheduling was decentralized at each of the client location. Their staff were busy handling visiting patients. Hence, huge volume of calls were abandoned thereby missing potential patients and there was an increase in no-shows as there was no proper follow-up
- Shortage of Spanish speaking staff impacted satisfaction among Spanish speaking patients
- The client was unable to do annual appointment reminder calls (outbound). Online appointment requests were not attended to on a timely basis
- Insurance verification was done a day before the appointment and it was decentralized and ineffective
- The account receivables was not managed on a real-time basis and there was a huge amount of pending receivables from insurance companies
- There was no defined operational metrics or KPIs. Overall, the practice management company was facing issues related to personnel including staff availability, attrition etc.

The client wanted to partner with a service provider that can attend to Spanish and English callers as well as manage all of their back-office functions (including insurance verification, medical billing, denials, A/R management). The practice approached Rawhide to provide the above services for their end clients (providers).

RAWHIDE EDGE

- Rawhide setup a Nearshore facility in Belize catering to Bilingual (English and Spanish) needs of this client
- We planned and proposed in-taking of the complete RCM work for their end-client practices in a phased manner
- A standardized process and quality assurance process was laid out with our expertize in healthcare and contact centre services
- With the intake of additional practices each month, seamless support is offered to the client with an easily scalable operation
- Easily scaled the operations to manage seasonal influx of calls, followed-up with (100%) abandoned calls so that no callers were left unattended which resulted in an increase in customer satisfaction and appointment conversion
- Call Tracking Application was developed to provide analytics and metrics on the calls attended by the team

APPOINTMENT SCHEDULING

- Outbound calls process was designed to a) remind patients 24 hours prior to appointment b) patient reactivation and retention
- Online appointment requests were monitored and called within 2 hours time. Insurance verifications are completed two weeks ahead of scheduled appointment
- Effectively managing A/R and denials. Periodically sending summary and analysis reports to the practice management

BENEFITS OBTAINED

- Established KPIs for operational metrics
- Reduced the abandoned calls from 20% to less than 5% within a month
- Our Bilingual Agents helped reduce the Spanish abandoned calls from 50% to less than 5%
- **100%** charge capture and payment posting
- Reduced denials by **15%**
- **95%** insurances are verified before appointment
- **100%** schedule adherence and managed by a dedicated Account Manager
- The business continues to expand with our seamless operational capacity

HIPAA Compliant

Saves Operational Costs by 50%

24 x 7 Support

Business Analytics

Superior talent: Credentialed staff with Domain Expertise

Process engineered and streamlined operations

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