Medical credentialing company reduces processing times by 27% and costs by 63%

The company

Our client believes healthcare should be about patients, not paperwork, and that's why it has developed a cloud-based credentialing solution to help administrators and physicians save time, reduce liability and recapture lost revenue.

In a field rightly governed by strict rules and regulations, healthcare workers face endless paperwork as they strive to keep pace with complex credential renewal processes and remain compliant as either facilities or individual physicians.

By automating tedious tasks, centralizing credentialing and preventing missing documents from slipping through the cracks, our client is revolutionizing how healthcare facilities manage their workforces and how healthcare professionals manage their own careers.

THE CHALLENGE

With more than 600 healthcare facilities across the U.S. tapping into its expertise, our client is a progressive, fast-paced and data-driven start-up. Such growth means it is also a company that needs to be smart about the way it recruits and manages its workforce.

Scaling quickly to meet demand is a challenge faced by many successful start-ups and our client was conscious of the upfront investment required to do so locally. Infrastructure, office space, furniture and recruitment support are just some of the factors that could impede their ability to scale up quickly and instead result in it being a slow and incremental process.

Fortunately, they were able to turn to MicroSourcing and the many benefits of building an offshore team in the Philippines.

OUR SOLUTION

We partnered with our client in late 2018, initially establishing a team of six Implementation Specialists to assist healthcare professionals onboard in an easy and unobtrusive manner. Two of these employees were later identified and promoted to Team Leaders to drive the ongoing success of the unit. Our client has since worked with us to recruit five additional employees to manage its credentialing verification service and also established a customer support team in Manila.
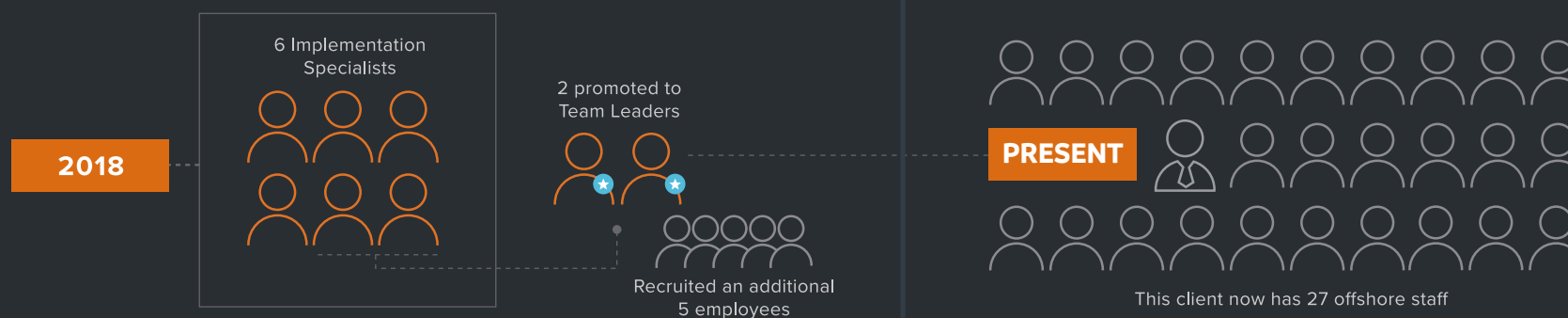
THE RESULTS

With three different lines of business now based in the Philippines, our client is an outsourcing success story. Having started with six team members in late 2018, the company now has 27 employees as part of our partnership including an Operations Manager who was appointed in September 2019 to fully manage the outsourced team.

Offshoring its team of Implementation Specialists has paid dividends for our client, with a 27% reduction in processing times and a collective jump in productivity by 43% since partnering with MicroSourcing. It is a similar story for its credentialing verification and customer support teams, which have recorded 29% and 47% productivity gains respectively.

> A collective 63% reduction in administration costs has also played a crucial role in increasing the company's profitability.

THE CONCLUSION

By doing what we do so well, we are excited our client is able to continue to do what it does and help healthcare organizations discover a faster and easier way to connect and work together.

2018 — 6 Implementation Specialists

2 promoted to Team Leaders

Recruited an additional 5 employees

PRESENT — This client now has 27 offshore staff