



Healthcare BPO



## CASE STUDY HEALTHCARE BPO



Streamlined Healthcare BPO Services to Healthcare Organization  
to Give Them Ample Time to Spend on Patient's Care & Overall Development



## EXECUTIVE SUMMARY



The increasing number of healthcare service providers like our client are recognizing that outsourcing services such as patient reconciliation, follow up with several insurance companies, MD schedule and Account Receivable management is the right way of controlling cost and enhancing customer service. Also, the result of hiring and managing a new employee can cause unnecessary headache. Thus, it became important to assess the solution that can solve the prevailing problem and optimize the budget realistically.

With the collaboration between the entities i.e. our client and fusion, the process became a lot easier. In addition to it, our core philosophy of presenting ourselves as YOUR employee and not the third-party service gives the right impact on your callers.



## CLIENT SUMMARY



Being the healthcare service provider, it aims to lead the world with not only better healthcare solution but also a vendor that understands and lives up to the patient's expectation.

Our healthcare client is one of the largest hospitalist group giving the highest quality of patient care and nursing facilities. The need of client was to tie up with a partner who will take care of the accounts receivable and medical billing operations.

The client aims to render the best support services for the patients and their family by optimizing the process functions and increasing the response rate. Also, identifying the management of revenue cycle, the client wants to organize the data related to cash collection, medical billing, medical reimbursement, insurance analysis, etc.



## THE CHALLENGE



One fine morning while handling the operations from a general outlook, administration identified a few issues. It was the major issue for a few days of receiving complaints that required major attention.

It said that the senior management wanted a way of standardizing AR management, and medical billing. The client's existing billing team had an error rate of 4%. To achieve an error rate of 2% was a huge challenge. In short, they were looking for a partner who is an expert in the niche field and renders cost-effective solutions.

The tasks requirement was difficult to fulfill and manage in-house as the internal departments are taking care of patient treatment and hospitality whereas management of accounts receivable and medical billings was required to be outsourced.



## THE SOLUTION



Fusion Business Solution extended the help to client by building on the dedicated operating teams in-house. The establishment of team that the client needed in meeting all the custom requirements including process, technology, and security.

The resolution of issues by Fusion can be illustrated in the following ways:

- The remote team encoded insurance payments and adjustments from the explanation using the client's medical billing software.
- Keep a track of insurance providers websites and call the representative for obtaining the status of the claim.
- Thereafter, raise a flag for the denied claims and then call patients for making payment arrangements.



## SUCCESS STORY



There was a significant difference before and after the collaboration with Fusion Business Solution. We as a company administered Account Receivable and Medical Billing, brought the enhancements in their service and operations.

In addition to the service gaps, the client encountered a few value-added services that resulted in:

- Improvement of patient's satisfaction and customer loyalty,
- Significant reduction in internal cost,
- Improved quality of services and increase in profitability.

Outsourcing of primary healthcare facilities has improved certain aspects quality and responsiveness of primary healthcare services. The results were extremely positive, and client chose to continue the services of Fusion.



## CONTACT US



### HEADQUARTER

Fusion Business Solutions Pvt. Ltd.  
F-37, IT Park, MIA Extension,  
Udaipur-313002, Rajasthan, India  
Phone: +91-97722-79996  
Email: [support@fusionfirst.com](mailto:support@fusionfirst.com)  
Web: [www.fusionfirst.com](http://www.fusionfirst.com)

### USA OFFICE

Fusion E-Solutions LLC  
82-67 Austin St. Apt. 311,  
Kew Gardens, NY 11415  
Phone: +1-240-979-0061

### UK OFFICE

Fusion Information Technology Ltd. LLC  
281 Kenton Road, Harrow, Middlesex,  
United Kingdom, HA3 0HQ  
Phone: +44-20-3290-8897