

Healthtech innovator gains operational edge with actionable insights

In a nutshell

On a mission to modernize healthcare, this healthtech firm powers digital transformation by eliminating the administrative burden for providers while increasing patient engagement. But a seamless front-end experience requires an efficient, accurate, and cost-effective back office.

The fear

The healthtech firm needed a way to scale cost-effectively without compromising on compliance or innovation. Ubiquity, with its track record of helping similar disruptors in the healthtech space, emerged as the go-to partner. Their deep expertise wasn't just about meeting KPIs; they understood the complexities of the industry and were well-equipped to deliver on the firm's broader objectives.

Strategy and solution

A strategic focus on location was crucial for achieving the company's goals. By deeply understanding existing onshore practices, Ubiquity designed an offshore program that not only reduced the in-house workload but also maximized cost efficiency. Importantly, this program was built with a team possessing the requisite expertise to maintain stringent attention to detail and compliance.

Ubiquity's post-implementation multidisciplinary operational excellence team proactively developed new standard operating procedures and enhanced reporting systems, expanding visibility into productivity across 13 distinct lines of business. Utilizing this increased transparency, Ubiquity uncovered ways to boost efficiency, including upskilling agents to handle a variety of projects.

Committed to ongoing optimization, Ubiquity rolled out weekly surveys to solicit front-line agent insights. This approach not only drove operational enhancements but also fostered a culture where team members felt heard and valued. The results speak volumes: an exceptionally high 82% agent satisfaction rate. Encouraged by this success, the company is poised to delegate more back-office functions to Ubiquity as they continue to expand their healthtech operations.

Results

99%

Quality

100%

Alignment on QA audit scores

97%

Retention

At a glance

Healthcare providers use the firm's technology to identify and engage more patients by automating hundreds of repetitive workflows like patient intake, care outreach, registration, documentation, and billing.

The Silicon Valley company continues to innovate and launched an artificial intelligence platform that helps personalize healthcare.

Services

Back-office data entry

Location

Bacolod, Philippines