

CASE STUDY

OVERVIEW

Company X provides an all-in-one solution to patient's frustrations with healthcare.

Their members can :

- ✓ Access 24/7 on-demand care nationwide via Video Chat.
- ✓ Send and receive secure messages with a provider.
- ✓ Access to their health records and care plans.
- ✓ Request prescription refills and renewals.
- ✓ Book an in-person or remote visit in a state where Company X has offices.

To provide these services, Company X operates a call center that serves its patients with most of the scheduling, triage, and administrative tasks. However, as they acquired more partners across the US and expanded their services, they needed help to keep up with the sudden growth and influx of new patients. Their understaffed call center caused long wait times, unanswered voicemails, and frustrated patients to plague them. Company X also has a large patient base on the east coast, and since their call center is located on the west coast, the time zone difference made it difficult to staff for busy times and meet the demand of 24/7 availability.





Company X searched for the right partner to help them with their call center staffing problem and chose MedCall Plus (MC+) because they could offer a customized solution. They also wanted a personable partner to treat their patients like their own. Another benefit of MC+ was that they had multiple North America-based locations that would be an asset as Company X continued to expand. With MedCall Plus boutique answering services, they could help them supplement staff and catch up on backed-up work.

APPROACH

- **In-Person Agents:** Due to the 2020 pandemic, neither MC+ nor Company X could fit the regular number of agents in a workspace due to social distancing guidelines. However, because of HIPAA restrictions, agents could not work from home. To remedy the issue, MC+ expanded its workspaces so that all agents could social distance while maintaining sufficient staffing.
- **Daily Updates:** Because MC+ wanted Company X to stay current on progress, daily reports were established on the number of calls answered, voicemails responded to, and tasks completed. MC+ also started monthly management calls so everyone was on the same page. The regular communication helped the partnership run smoothly, and Company X always felt in the loop.
- **Create Specialized Task Teams:** While some agents were dedicated to answering incoming live calls from patients, there were also specialized teams to perform various administrative tasks.
 - Provider and Family Practice Offices Calls
 - Voicemail Transcription
 - Care Routing + triage through client platform CICARE
 - Appointment Booking for Regular, Live Well, Family Practice, and LA
 - AMF/Membership
 - Insurance Eligibility and Billing Questions
 - COVID-19 Standard Workflows
- **Prioritize Backlog:** Due to expansion that Company X could not keep up with, there was a large amount of backlog to catch up on. MC+ assigned a specific team to focus solely on addressing backlogged voicemails and working with patients to resolve issues.
- **Meet Minimum Number of Agent Requirements:** Company X partnered with MC+ to support their rapid expansion by adding 30 MC+ dedicated agents. After the initial trial period, another 30 dedicated agents were added to the Company X team. A fully staffed team allowed Company X to answer promptly and help all their
- **Implement Quality Assurance Standards:** Besides the 60 agents, MC+ provided QA personnel and team leads to ensure all agents were guided to meet the same quality standards.

RESULTS

Through the partnership with MedCall Plus, Company X's services were improved across the board, but especially:

-  All calls were answered in under 20 seconds.
-  Shortened time in patient queues
-  The number of calls handled increased by 240.5%
-  Transformed into an attractive investment and acquired by Amazon in 2022.

CONCLUSION

Company X went from a healthcare service struggling to keep up with patient demand to almost tripling its call volume and being bought out by Amazon, all within a year and a half of its partnership with MC+. MedCall Plus offered stability to a volatile, growing business.