FIRST TIME OUTSOURCING FOR HEALTHCARE CENTERS

CCD HEALTH
A GeBBS Healthcare Company

HEALTHCARE OUTSOURCING HELPS CENTERS REDUCE 30 TO 60% ON COSTS

A Healthcare Center's Complete Guide To Outsourcing

If you're considering outsourcing for the first time, it's important to approach it with careful planning and understanding. We've prepared this comprehensive guide to exploring the ins and outs of first-time outsourcing, providing valuable insights, tips, and answers to frequently asked questions (FAQs) to ensure a smooth outsourcing experience no matter your business niche.

Let's dive in!

What Is Outsourcing?

Outsourcing Refers To Delegating Specific Business Processes Or Functions To External Service Providers Rather Than Handling Them In-House. These Processes Range From Customer Support And IT Services To Manufacturing, Accounting, And More.

Why do Healthcare Centers outsource?

- Access To Specialized Skills And Expertise
- Focus On Core Competencies
- Access To Global Talent
- Operational Efficiency
- Risk Mitigation

TYPES OF OUTSOURCING

Business Process Outsourcing (BPO)	Delegating non-core business functions to external service providers for increased efficiency and cost savings.
Nearshore outsourcing	Outsourcing tasks to service providers in neighboring countries, offering geographical proximity and cultural affinity.
Knowledge Process Outsourcing (KPO)	Outsourcing specialized knowledge-based tasks such as research, data analysis, and strategic planning.
Creative Process Outsourcing (CPO)	Outsourcing creative tasks like graphic design, content creation, and branding to external experts.
Offshore Outsourcing	Delegating tasks to service providers located in geographically distant countries, typically for cost savings.
Onshore Outsourcing	Delegating tasks to external service providers within the same country for cost-efficiency and improved collaboration.

HEALTHCARE OUTSOURCING PROS

- Cost savings
- Access to healthcare-specific specialists
- Better patient support
- Access to healthcare-specific specialists

HEALTHCARE OUTSOURCING CONS

- Lack of communication
- Data security and confidentiality risks
- Lack of control over performance and task monitoring

47% of consumers say that Healthcare companies are more focused on industry needs than patient needs

Outsourcing allows centers to delegate non-core functions to healthcare-specialized external service providers, allowing them to focus on their primary goal of delivering excellent medical services.

WHAT TASKS SHOULD A HEALTHCARE CENTER OUTSOURCE?

Appointment scheduling

Organizations can rely on appointment management professionals that help them save time and ensures accuracy, efficient utilization of resources, and improved patient satisfaction.

Patient support

Outsourcing patient support services to a specialized call center or customer service provider ensures that patients receive the assistance they need when they need it and that they can maintain excellent patient satisfaction levels.

Revenue Cycle Management

Outsourcing Revenue Cycle Management to a healthcare BPO can ensure accurate and timely billing, claims processing, and collections.

Staffing

Especialized healthcare-staffing service providers helps healthcare centers ensure access to qualified healthcare professionals when needed while reducing the administrative burden.

Training

Designing and implementing training programs can be resource-consuming. Outsourcing training to specialized healthcare providers ensures that healthcare professionals receive high-quality education and development opportunities.

Administrative tasks

Outsourcing administrative tasks to specialized service providers allows healthcare centers to streamline operations and free up internal staff to focus on core clinical activities.

NEARSHORE VS OFFSHORE OUTSOURCING: HOW TO FIND THE RIGHT FIT FOR YOUR HEALTHCARE CENTER

While both approaches involve delegating tasks to external service providers, they differ regarding geographical proximity and other key factors. Let's compare both and highlight the benefits they provide.

	Nearshore Outsourcing	Offshore Outsourcing
Geographical proximity	Service providers are located in neighboring countries or regions, typically sharing a similar time zone or within a few hours of time difference.	Service providers are located in geographically distant countries, often in different time zones.
Cultural Affinity	Close cultural and linguistic similarities make collaboration and communication easier.	Potential cultural and language differences may require additional effort to bridge gaps in understanding.
Communication	Proximity and time zone similarities enable real-time communication, facilitating faster response times and smoother collaboration.	Time zone differences may result in delayed communication, requiring careful planning and coordination.
Travel Accessibility	Ease of travel and reduced travel costs make face-to-face meetings and site visits more feasible.	Travel may involve longer distances and higher costs, potentially limiting in-person interactions.
Talent Pool	Nearshore locations often offer a diverse and skilled talent pool that aligns with the healthcare center's requirements.	Offshore locations may provide a broader talent pool, but skill sets and qualifications may vary.
Cost	Nearshore outsourcing can offer cost savings compared to onshore outsourcing, with lower labor costs and reduced travel expenses.	Offshore outsourcing typically provides the greatest cost savings due to lower labor costs and favorable currency exchange rates.
Time-to-market	Proximity and cultural affinity facilitate faster project delivery and quicker time-to-market for products or services.	Time zone differences and potential communication challenges may slightly lengthen project timelines.

KEY FACTORS TO CONSIDER BEFORE OUTSOURCING YOUR HEALTHCARE CENTER'S OPERATIONS

There are several factors that a healthcare center needs to consider before outsourcing. Making the right choice will weigh heavily on improving operations and a healthcare center's overall growth.

- Define your center's goals and strategy

Identify the specific goals you aim to achieve through outsourcing, whether it's cost reduction, improving operational efficiency, accessing specialized skills, or enhancing patient support.

- Check BPO's expertise in healthcare

Analyze your organization's core competencies—the activities and processes that differentiate your business and contribute to its competitive advantage.

- Cost analysis

Consider both direct and indirect costs associated with outsourcing, such as service provider fees, transition costs, training expenses, and any potential hidden costs.

- Communication and Collaboration

Consider the communication channels and collaboration tools necessary for seamless interaction between your organization and the outsourcing vendor. Assess the language proficiency, cultural compatibility, and time zone differences to ensure smooth communication and collaboration.

- Flexibility

Before selecting an outsourcing partner, evaluate their ability to accommodate fluctuations in demand, scale operations up or down, and adjust to evolving project requirements.

- IT background

Consider their experience with the specific technologies, platforms, or software applications that align with your business requirements.

YOUR CHECKLIST TO CHOOSE THE RIGHT OUTSOURCING PARTNER

- ☑ Assess your center's needs
- ☑ Define expectations
- ☑ Research and Shortlist Potential BPO Providers
- ☑ Evaluate service offerings
- ☑ Verify compliance and security
- ☑ Seek legal support
- ☑ Consider the financial aspects
- ☑ Evaluate communication channels
- ☑ Quality assurance
- ☑ Consider your center's future growth
- ☑ Put a transition plan in place
- ☑ Guarantee continuous monitoring and feedback

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Have any questions?

Contact us:
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Or book a call with us:

SCHEDULE A CALL