

National Leader in Clinical and Surgical Practice Resources Expands in Competitive Market With Flexible, Highly-Trained Contact Center Service



Sight Partners, an emerging national leader in clinical and surgical practice resources, recognized a need for expansion and professional service and connected with Protel BPO to meet that need.

Working together in a positive, collaborative environment, Protel BPO is providing the ultimate customer experience to Sight Partners. Key data includes achieving an average wait time of 90 seconds, well below the Sight Partners goal of 2 minutes. Protel BPO continues to exceed expectations and has come alongside Sight Partners as a trusted piece of their expansion and continued success.



Introducing

SightPartners

From supply purchase negotiation to RCM and EHR, Patient Experience Tools to Marketing Support, Sight Partners creates preferred access to the tools that help medical practices grow. As a continually expanding organization, Sight Partners members have access to resources that usually evade private practice.

Sight Partners is dedicated to supporting clinical and surgical practices so that each can reach its highest potential. The Sight Partners team has a proven track record of transforming practices into industry leaders and market influencers.

Sight Partners services include revenue cycle management, coding (ICD10 and CPT); and accounting; call center services; EHR and practice management. They are growing rapidly across the nation as more consumers and clinical practices recognize the efficiency and customer-centered benefits of their solutions – specifically in the revenue cycle management space in healthcare.

Challenges

Sight Partners began working with Protel BPO in 2019, seeking a partner to help reach rapidly expanding opportunities. The Protel BPO team, headquartered in Belize City, Belize, was ready for the challenge with a dedicated workforce, high-value training and a positive, encouraging environment that creates a “can-do” approach to client goals.

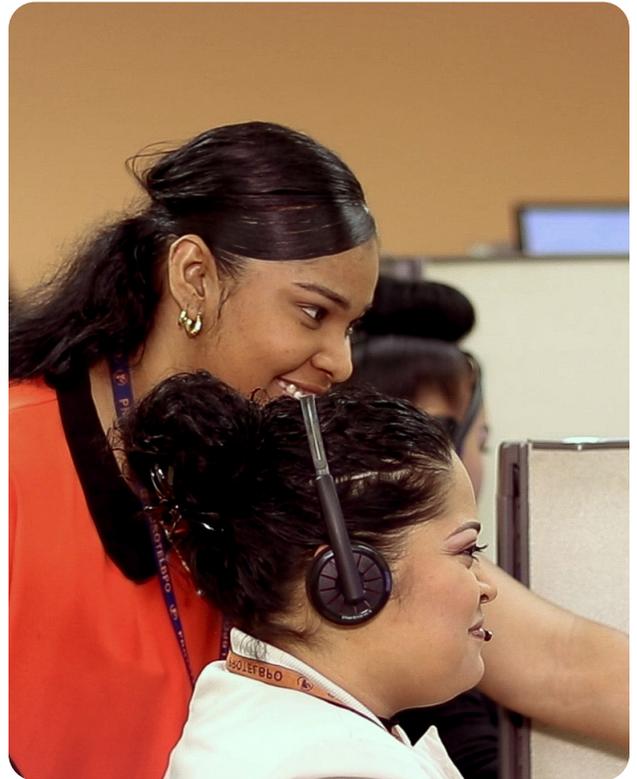
“Protel BPO is the first outsourced resource Sight Partners chose to work with,” says Shamir Villanueva Operations Manager. “From the beginning, we met their challenges with high-value, scalable and flexible solutions. It’s a relationship we are proud to continue today and well into the future.”

Challenge One: Insurance and prior authorizations were a high level of need for Sight Partners. Protel BPO recognized this challenge, having prior and current experience in fields like dermatology and optometry.

Challenge Two: Sight Partners’ clinics are fragmented across multiple locations, and some patients had a better experience in some locations over others. Sight Partners had a need to increase efficiency and value by bringing training, customer service and ongoing leadership under one central location and one service model. Lacking a central location partner means information being sent to multiple different sources could lead to costly miscommunication.

Challenge Three: In a word: The challenge was complexity. Service Partners has multiple service lines and divisions. Some are customer-facing; others are in direct service to their membership partners. The nature of the industry can be complex and highly-detailed, requiring some intense knowledge of different insurance, revenue, authorizations and copay practices. In addition, the information can be sensitive to customers, who need a high level of trust and quality in every interaction as they share details about upcoming medical needs or procedures. The training needs are extensive, as are the needs for professional, knowledgeable, consistent and experienced management roles.

Challenge Four: In a continually growing industry, and with a strong record of success, Sight Partners needed a partner that could be scalable and flexible across multiple service lines simultaneously. Essentially, they needed help with service delivery in an environment that provided a reliable formula for training, management and expansion without requiring a “set” level of seats or service lines. In other words, Sight Partners needed an experienced contact center partner who could genuinely “roll with it” and not miss a beat.



The Solutions with Protel BPO:

Challenge One: Complex subject areas require top-level training. Because the Protel BPO team applies a rigorous training formula (called Brand Camp) to each client, and builds leadership from within, a knowledgeable labor pool guided by experienced managers was ready to begin immediately providing insurance and authorization assistance. Some had already been a part of similar Protel BPO client campaigns, North Coast Medical and Dermatology Specialists.

Challenge Two: Protel BPO has the positive reputation and agent retention rate to keep and maintain a strong and filled labor pool. This means Protel BPO has the flexibility to create, fill and succeed across multiple internal teams - with each team dedicated to a particular service area of Sight Partners. In addition, Protel's centralized location allows Sight Partners to better control customer service and manage information flow.

Training modules can also be specific to each Sight Partners division, and a management team of quality analysts and team leads with years of service keeps a unique level of efficiency and consistency. Over time, Sight Partners saw the successes and efficiency of Protel

BPO and continued to add new challenges, including North Coast Medical and Dermatology Specialists, because every challenge is solved in-house, by dedicated team members, reducing training time and boosting efficiency.

The Protel BPO team works with other health institutions, and retailers, who sell health products. There is a high level of understanding of what those products are for and who they apply to, across the Protel team, including complex answers such as insurance coverage. Other Protel BPO client projects involve direct website partners in the health industry.

“Our team has worked within many different scenarios, in similar industries, and we have done well. Our clients know and see all the value, convenience, warmth and energy they find in Belize. They receive a dedicated set of procedures and a dedicated, consistent management across multiple clinics and expansions. These groups of clinics are coming under an umbrella in Protel BPO, and outsourcing their operational aspects of the business. So we save them costs and expand bandwidth.”



Challenge Three: Building patient or customer trust, for Sight Partners, is closely tied to unwavering customer commitment and dependability. At the core of meeting this need is scalability – but not just from a numbers perspective. The solution is found in having the candidate pool with the right level of operational management bandwidth, and the right human resources teams. This means Sight Partners management talent needs are solved in the moment – with no need for delays or inefficiencies by looking outside. Protel’s management team is trained, experienced and ready.

Challenge Four: The solution to ongoing growth across multiple areas is flexibility. Protel BPO can serve Sight Partners’ needs with smaller, dedicated seat teams – and is ready at a moment’s notice to expand those services, up to 500 seats, with a new second Protel BPO location. Because management is hired and promoted from within, and the environment of “Happy Employees” is a constant labor pool driver, Sight Partners has the confidence and trust to reach every goal while knowing their contact center needs are completely covered in one location.

Outcomes and KPIs:

Nothing points to outstanding leadership and an excellent employee environment like the numbers. Sight Partners has experienced significant growth in overall KPIs each year since working with Protel BPO.

“Every month we report and compare the data. We can show effectiveness and great improvement to Sight Partners, and we are constantly more inspired by that across our teams to reach even bigger goals,” says Earl Gentle, Team Leader, Protel BPO.

Key data includes achieving an average wait time of 90 seconds, well below the Sight Partners goal of 2 minutes.

Goals are achieved in core areas, including wait time, by the emphasis the Protel team places on providing the necessary tools needed. This includes establishing an FAQ area on their Welcome board, freeing up time to handle other agents’ questions. Protel also provides access to in-depth training materials so the agent can review them in case they have missed information. This helps improve the agent’s response to patients with the answer readily available – allowing agents to take care of more calls in a quicker time frame.

“We continue to enjoy a positive, successful partnership between our agent team at Protel BPO and Sight Partners,” says Gentle. “It’s really exciting to have the synergy across our missions in an expanding and dynamic industry. We see so much more growth on the horizon, together.”

About Protel BPO

Honoring Our People Honors Your Customers.

Every day we honor the people we employ and the culture they live in by providing the training and incentives that naturally develop a culture of positive leadership across our contact center. This helps create the ultimate contact center customer experience where happy employees mean your customers are happy, too – and all within a native English-speaking environment.

English-Speaking Agents. Belizean Warmth.

Absolute quality and absolute responsiveness are essential to brands who seek to build customer loyalty on every interaction. Our contact center agents are English-speaking, and committed to top-level value, quality and agent retention. You know your customers are in the best of hands with Protel BPO.

Exceptional Location. Only a Two-Hour Flight from Miami.

Belize is a global leader in contact center solutions, offering an abundant workforce, stable environment, and a vibrant culture that understands English culture, too. All of this in a two-hour flight from Miami.



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