



## How a customer makes Top 3 in just 4 years

### A growth strategy that embraces change

Our client was a Top 10 hospital-based specialty billing company, when it partnered with us in 2011. The partnership goal was to power in to the **Top 3 of the industry in 7 years**. It was to be achieved through cost savings and performance improvement. A multi-wave strategy was set in motion.

#### Wave 1

This involved lift-and-shift of low-value data entry functions, followed by high-impact coding functions, within the first six months. **Within 18 months**, migration of all back and middle end functions was complete, for all end clients being onboarded by Quintessence from Day 1.

Impact on the bottom line: **US \$ 3m per year**

#### Wave 2

This ran in parallel to Wave 1, with building automated coding tools (**Codessence**) to drive coding productivity up (**by 60%**), and reduce first-pass denials to low single digits. The knock-on benefits were shared with the client partner by way of a **20% fee cut**.

#### Wave 3

This focused on developing interfaces to end-customer platforms, and eliminating 'multiple touches,' resulting in a 'one-touch billing' environment. Our workflow solutions integrated the end customer, the client partner and Quintessence, in a seamless fashion, eliminating costly interventions to the front-end, whilst providing process flow visibility.

#### Wave 4

Finally, Quintessence built analytics to provide intelligence on claim resolution, denials by payers, front-end edits, and normal distribution charts for inventory, the likes of which as a client practice, had never been provided.

### The Outcome

**Reimbursement increased 4% CAGR YOY** for the last three years and **'cost to service' was down almost 8%**. The resultant margin cushion and the performance track record, helped the customer gain new business and grow to **enter the Top 3** in the segment, **within just 4 years**.