



## CASE STUDY

# SCALING SCHEDULING OPERATIONS ACROSS 70+ SPECIALTIES FOR A GROWING HEALTH SYSTEM

## Overview

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See how this health system partnered with GeBBS to strengthen patient access operations as growing demand, staffing shortages, and rising labor costs placed increased pressure on internal teams. What began in September 2024 as a 12-FTE engagement supporting four specialties expanded into a broader partnership across multiple patient access functions. The partnership helped them improve scheduling capacity, maintain continuity during major disruption, and build a more scalable operational model to support continued organizational growth.

## Background

This California healthcare system with two hospitals, 25 outpatient facilities, more than 500 employed physicians, and over 600 independent physicians across its IPA network started to experience a growing patient demand that placed increasing pressure on scheduling and back-office operations.

Rising labor costs, staffing shortages, and internal attrition made it difficult to keep pace with demand, leading them to explore outsourced patient access support in September 2024. The partnership launched with 12 FTEs across four specialties. Just months later, a major cyberattack disrupted core systems and created immediate operational challenges, testing the partnership early and accelerating the need for flexible, reliable support

## Goals

The organization partnered with GeBBS looking to:

- Improve scheduling capacity and patient access responsiveness
- Reduce reliance on high-cost local staffing models
- Build a scalable support structure aligned to organizational growth
- Maintain strong patient experience in scheduling and back-office workflows
- Increase flexibility to support changing operational priorities
- Establish more sustainable onboarding and performance processes

## Solution

GeBBS implemented a flexible patient access support model designed to address immediate operational gaps while supporting long-term growth.

### Expanded Scheduling and Back-Office Support

GeBBS provided outsourced staffing to supplement internal patient access teams and support scheduling operations across multiple specialties. As demand increased, support expanded into additional workflows and service lines based on operational need.

### Critical Support During Cyberattack Disruption

Shortly after launch, the organization experienced a major cyberattack that disrupted core systems and significantly impacted scheduling and order entry processes.

GeBBS adapted quickly to provide continuity support by:

- Completing 74,000 manual appointment and order entries during downtime
- Supporting 70 specialties throughout the disruption
- Helping maintain patient access operations during an extended outage period

**74,000**

Manual Appointment Entries

**70**

Specialties Supported

**2+ Months**

Operational Downtime Covered

## New Primary Care Line of Business Launch

As the partnership evolved, GeBBS expanded into Primary Care support and launched new workflows for Internal Medicine, Family Medicine, and Pediatrics.

To improve consistency, GeBBS introduced a classroom-based training model that replaced fragmented one-on-one onboarding methods. This approach improved training effectiveness and also enabled GeBBS to independently lead training delivery.

## Strategic Operational Support

Beyond staffing, GeBBS partnered closely with leadership to support broader operational planning and performance management by:

- Conducting staffing analyses based on patient volume trends
- Leading ongoing performance calibration sessions
- Standardizing workflows across specialties
- Supporting initiatives including patient outreach and back-office order tracking

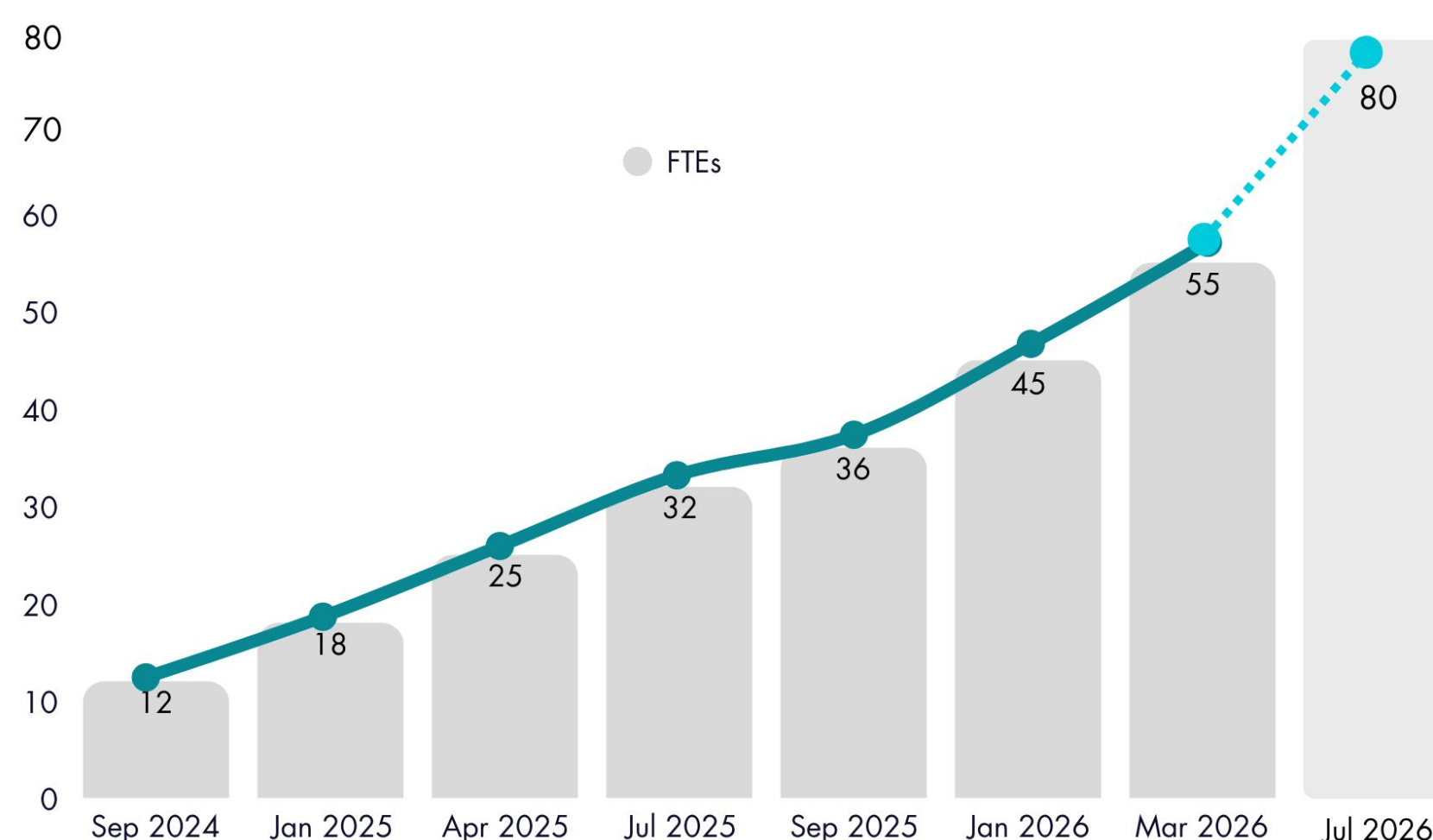
## Results

This partnership delivered measurable operational and organizational results.

### Workforce Scalability

- Expanded from 12 FTEs to 55 FTEs within approximately 18 months
- Projected to reach 80 FTEs by Summer 2026
- Increased support well beyond the original four specialties

Steady expansion from 12 to 55 FTEs driven by accelerated growth in 2025, with projected scaling to 80 FTEs by Summer 2026.



## Operational Continuity & Process Improvement

- Maintained scheduling and order entry support during a major cyberattack
- Established GeBBS-led training ownership
- Improved onboarding consistency and scalability
- Introduced structured performance calibration processes

## Strategic Value

- Provided staffing insights to support workforce planning
- Expanded support into multiple new operational areas
- Built trust across stakeholders through flexibility and reliable execution

## Key Takeaways

What began as a focused patient access engagement evolved into a broad operational partnership supporting multiple areas of the organization's patient access strategy.

Through a combination of scalable staffing support, operational flexibility, and process expertise, GeBBS helped the organization strengthen scheduling operations, maintain continuity during disruption, and build a more sustainable support model for future growth.

The partnership continues to expand as new needs emerge, positioning GeBBS as a trusted extension of the client's patient access operations.

## Client Testimonial

"Thanks to GeBBS's support, we significantly reduced hold times and successfully launched a fully operational Spanish-language queue in our call center. Their team was consistently responsive, met all deadlines, and showed great commitment—always willing to join calls to ensure alignment and smooth execution."

**Chief Operations Officer**  
**U.S. Imaging Group**

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