

CASE STUDY

Clearing Enrollment Backlogs and Boosting Patient Activation

Overview

Our client offers healthcare services that require patients to be properly enrolled and insurance-verified before receiving care. They were facing a significant backlog in processing enrollments, delaying access to care and creating friction in patient onboarding.

Background

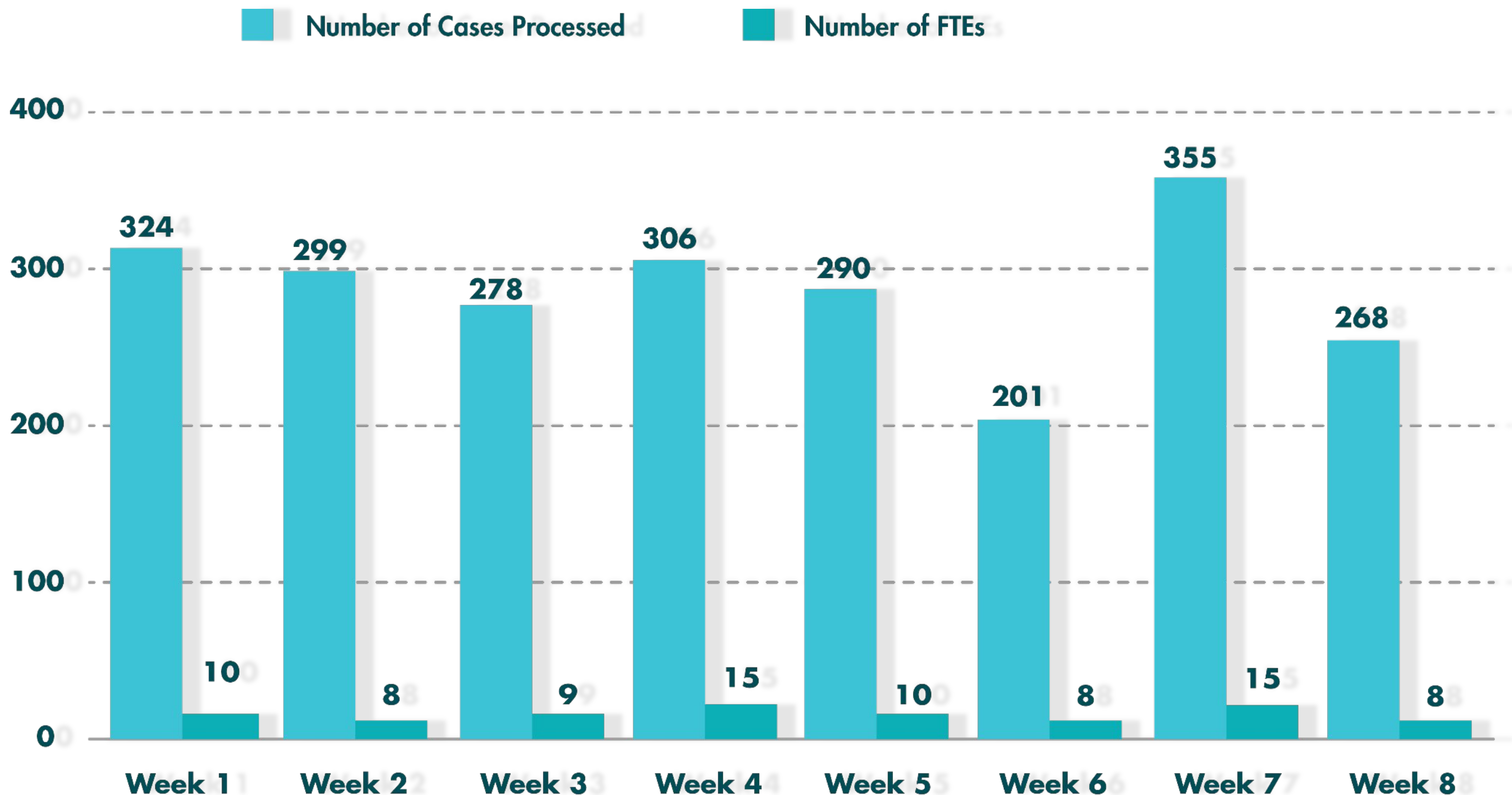
A growing healthcare services provider, delivers care that requires patients to be properly enrolled and insurance-verified before they can begin treatment. As demand for their services increased, their internal enrollment team became overwhelmed with new sign-ups and payer requirements.

Solution:

We collaborated directly with the client's enrollment leadership to identify bottlenecks and design an immediate action plan. Our team executed the following:

Goals

- Clear the enrollment backlog for their most urgent payer plan.
- Improve the speed and accuracy of insurance verification and patient onboarding.
- Establish scalable workflows that could be applied to additional plans and partners
- Free up internal staff to focus on clinical operations and partner engagement.
- Insurance Verification:** Contacting payers, verifying eligibility and benefits, and ensuring clean data entry into the client's systems
- Patient Sign-Up:** Finalizing enrollments, confirming demographic data, and resolving discrepancies.



Initial Phase

We were initially trained on one specific health plan, the one with the most urgent backlog. Over the first two months, we processed 2,321 cases, successfully clearing the pending enrollment queue for that plan.

Expansion Phase

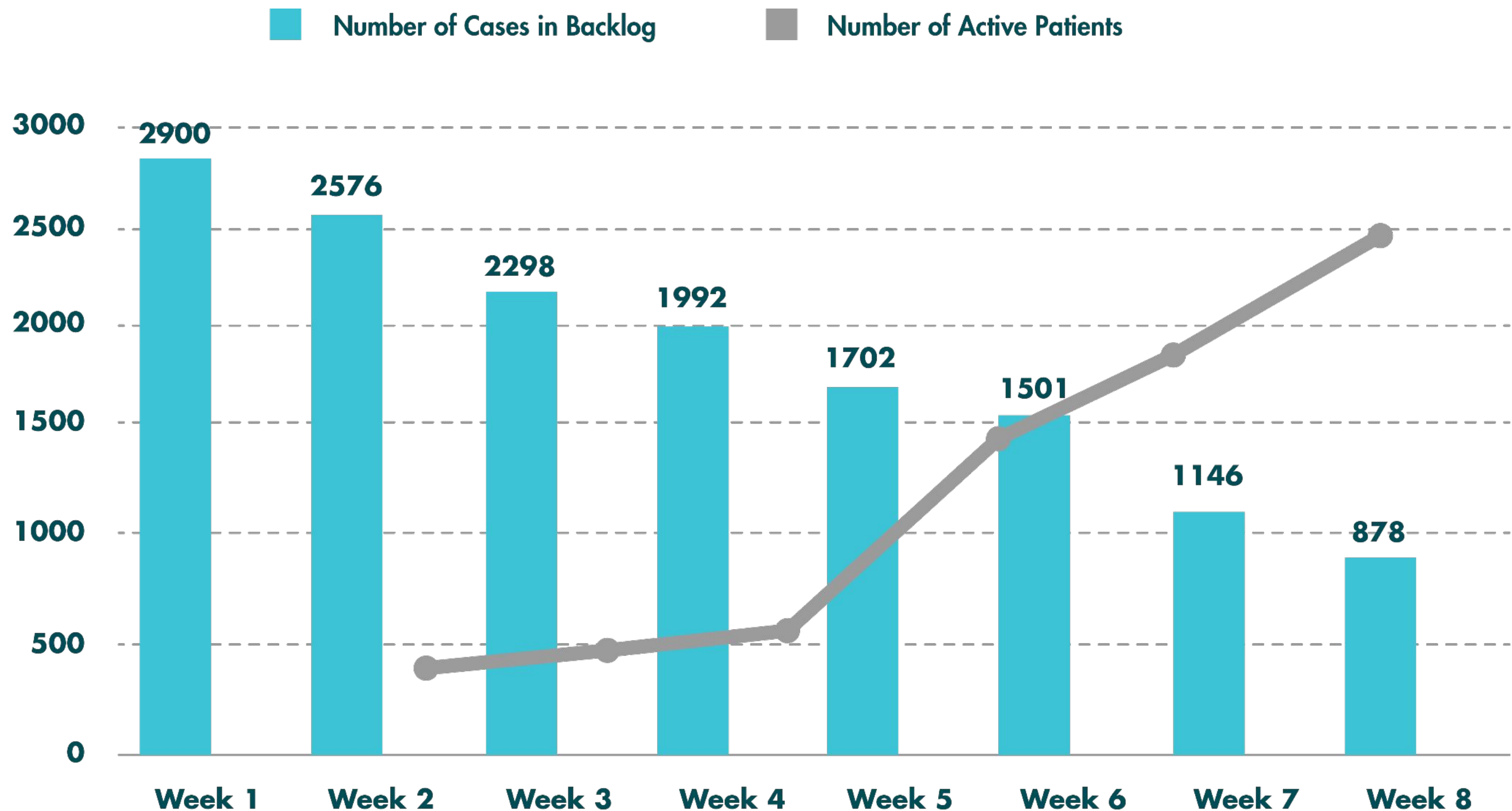
Due to the number of case processed and speed of resolution, we were tasked with:

- Training to support additional health plans.
- Assisting in onboarding new partners and regions.
- Sharing best practices to optimize workflows across the organization.

Results

Due to the number of case processed and speed of resolution, we were tasked with:

- 2,321 enrollments processed in the first two months (Plan 1 only).
- 100% of the client's enrollment backlog cleared.
- 20%+ increase in the client's active patient population.



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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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