



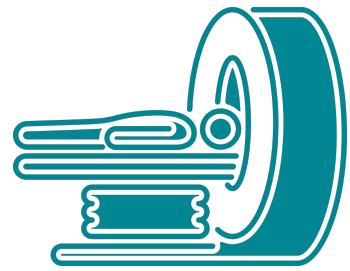
HEALTH

A GeBBS Healthcare Company

4 Steps to Transform Radiology Center Scheduling Operations with Data Driven Decision Making (DDDM)

How CCD Health cut call abandonment rate from 27% to 2%





► **Our customer was a national provider of diagnostic imaging and interventional radiology services with a network of 9 outpatient imaging centers in Florida.**

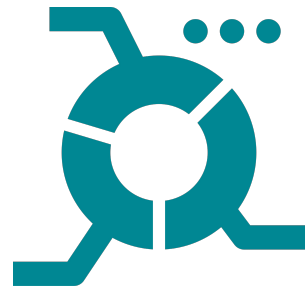
Step 1 / Understanding and quantifying the challenge

March 2023: **an unforeseen 10-15% surge in call volume** due to severe understaffing. As a consequence, patients unable to connect initially made multiple attempts throughout the day, leading to a cascading effect and a spike in abandoned call rates, peaking at 27%.

- Prolonged hold times impact center's reputation and patient experience.
- Patient complaints divert referrals to other centers.
- Missed revenue due to abandoned calls: approximately 11% of lost exams.



**This center was losing
around \$12,000 USD
revenue daily.**



► In this step, we select the appropriate data analysis tools to effectively manage and optimize our contact center workforce.

Step 2 / Using data analysis tools to create an optimization plan

- **Staffing Analysis:**

Utilizing historical data, we perform a comprehensive analysis to assess the current Full Time Equivalent (FTE) staffing levels at specific time intervals while taking into account Service Level Agreements (SLAs) and Average Speed of Answer (ASA).

- **Staffing Plan:**

This 4-6 week plan encompasses the required headcount, anticipated attrition, class scheduling, and the expected weekly onboarding of new workforce.



In this case, to secure an average call abandonment rate of 3%:

FTE of 38 TO FTE of 50

Est. Investment \$51,000 USD / mo.

In situations of understaffing, it's crucial to address the risk of workforce burnout and attrition.



► Contact center QA plays a crucial role in improving Average Handling Time (AHT) and increasing agent’s productivity, often overlooked but highly effective aspect to achieve efficient scheduling.

Step 3 / Leveraging QA to enhance patient experience: call flow and scripts

Structured call flows and scripts ensure that agents follow a consistent and standardized approach when handling customer inquiries. This consistency minimizes variations in call handling, reducing AHT.

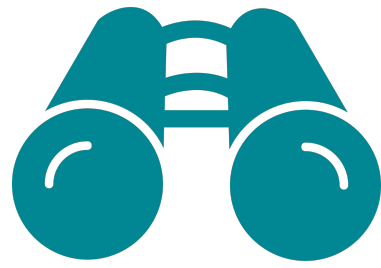
- Efficient patient information retrieval
- Agent training and onboarding
- Drives workforce scheduling productivity

Initial Script	Optimized Script	Benefit in time
“Thank you for that information Mr./Mrs. (last name), May you please confirm your home address? is there an apartment number?”	“Thank you for confirming. Is your cell phone number 555/***?”	20 seconds
“Great, and what is the best phone number to reach you?”	“Is your email address xxx@gmail.com?”	
	“Thank you”	

Average Handling Time			
	AHT (min)	Call/Hour	Variation
Initial	6.5	9	23%
Optimization	5.3	11	

Calls Handled (per agent per hour and per day)			
	Call/Hour	Call/Day	Variation
Initial	9.23	73	23%
Optimization	11.32	90	

Calls Handled (per agent per hour and per day)			
	Agent	Call/Day	Variation
Initial	45	3,323	23%
Optimization	45	4,075	



► By monitoring optimization outcomes with data analytics and visualization dashboards, you can drive substantial improvements in both operational efficiency and financial performance.

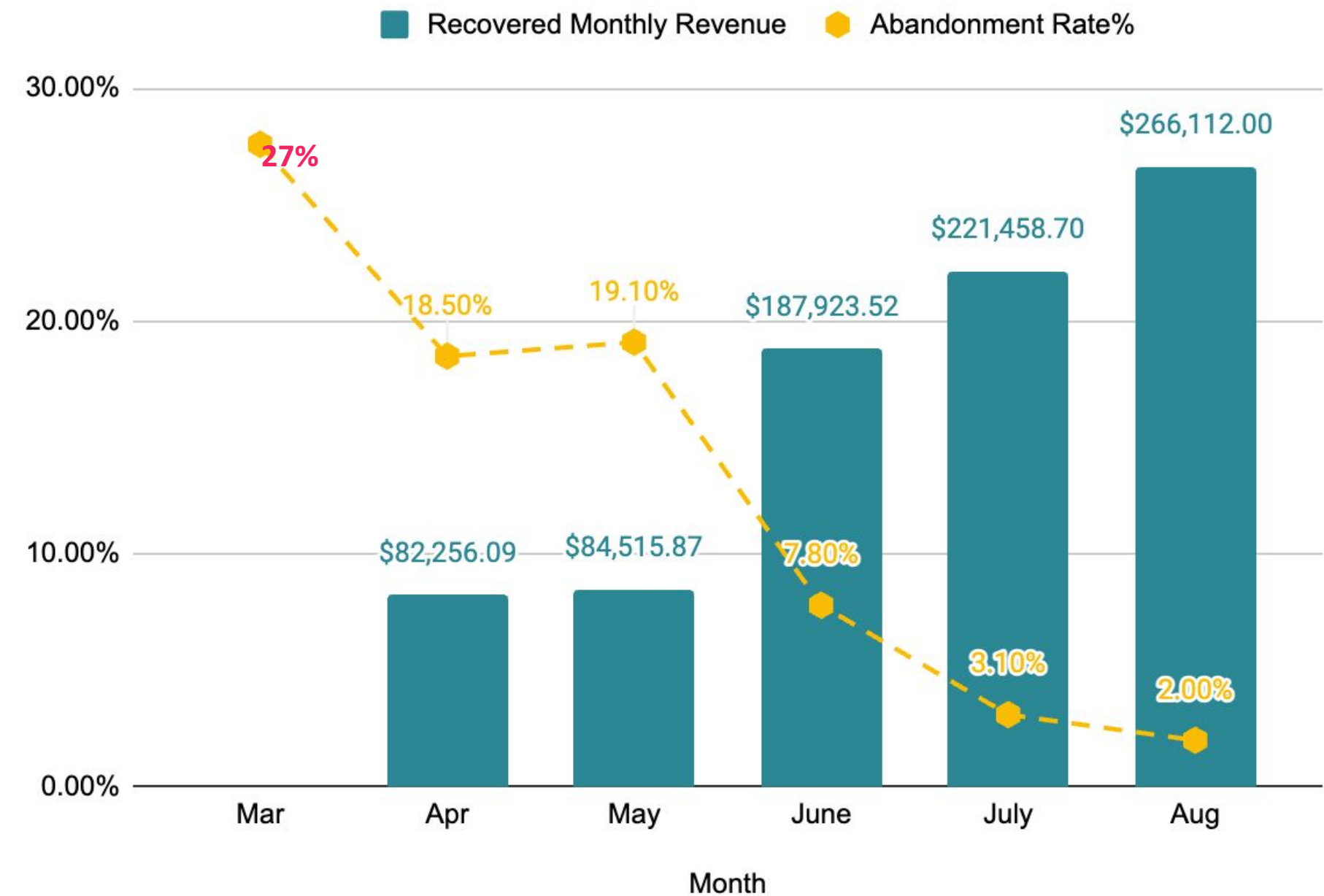
Step 4 / Monitoring the optimization plan outcome with data analytics and visualization dashboards

+ \$842,200 USD - Gross revenue recovered
- \$255,000 USD - CC Ops Incremental cost

**This radiology center recovered
+\$587,200 USD in net revenue in
only 5 mo.**

Encouraging the adoption of a data-driven culture throughout the organization

Recovered Monthly Revenue / Abandonment Rate %



4-6 week Optimization period



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No-show Predictive Model

Data collection

- Ensure we gather at least 6 months of predictive variables, including day/time, patient demographics, type of insurance, imaging modality, and other relevant external factors.

Model training

- Once data is prepared, our proprietary ML model, shaped by a decade of specialized radiology scheduling expertise, processes it to generate pattern-based predictions.



Harnessing data for better outcomes

Data cleaning

- Clean and preprocess the data to remove any inconsistencies or outliers. This step is crucial to ensure the accuracy of the predictions.

Enable optimization tactics

- The data outcomes allows to target specific patient segments.
- Design outbound programs to bring in more patients.
- Higher patient CVR%