

Welcome to the

Forbes^{INDIA}

Digital Edition



Dr. Milind Godbole, CEO & Managing Director

Innovate, Transform, Lead: The GeBBS Journey of Visionary Progress

Since 2013, GeBBS has embarked on a remarkable journey of growth, driven by a commitment to technology and innovation. Over the past decade, GeBBS has distinguished itself in Revenue Cycle Management (RCM), leveraging AI-driven technologies to amplify efficiency, ensure compliance, and enhance healthcare outcomes. Grounded in the principles of Automate, Innovate, and Transform, GeBBS has achieved impressive milestones and built a reputation for excellence.

Vision & Mission

- **Vision:** To be the market leader in end-to-end healthcare business solutions by combining technology with service excellence.
- **Mission:** Partnering with clients to achieve strategic business objectives by delivering innovative solutions with excellence, passion, and speed of execution.

Dr. Milind Godbole (MG): The Visionary Transforming GeBBS

Dr. Milind Godbole, fondly known as MG, blends technical expertise with storytelling to inspire GeBBS employees and clients. Holding a PhD and a technology background, MG foresaw the potential of AI in healthcare, leading to an 18-fold revenue increase and a 14-fold rise in EBITDA over the past decade. His visionary leadership transforms challenges into growth opportunities, advancing GeBBS with purpose.

A Visionary Leadership Approach

MG's leadership reimagines challenges as opportunities for innovation. Aiming to position GeBBS as a leader in AI-driven solutions, he fosters a culture of creativity, collaboration, and shared purpose.

Embedding Technological Innovation at the Core

At GeBBS, each solution is a step toward harnessing technology for impactful change. As a leader in RCM and Risk Adjustment, GeBBS empowers clients to:

- Enhance financial performance through specialized coding, billing, and claims management.
- Ensure compliance with AI-driven solutions tailored to industry standards.
- Advance patient care with streamlined workflows and optimized processes.

GeBBS' shore-agnostic Flex-Source model delivers adaptable, AI-enhanced solutions worldwide, including:

- **iCode Assurance:** Maintains coding compliance with industry benchmarks.
- **iCode Workflow (iCW):** A cloud-based, AI-powered platform for efficient coding.
- **iAR:** Automates AR workflows, improving cash flow and trend tracking.
- **iCB:** Reduces backlog with automated credit balance management.
- **iCode Risk Adjustment:** Provides real-time insights to optimize risk adjustment coding, RAF, and HEDIS performance.

Shore-Agnostic, Client-Centric Solutions

GeBBS' client-focused approach maximizes efficiency and cost-effectiveness, adapting to client needs with a flexible, location-independent model.

Cultivating a Progressive Culture Under MG's Leadership

MG's influence extends beyond operational success; he fosters a culture that is both purposeful and inclusive:

- **Entrepreneurial Innovation:** MG's forward-thinking keeps GeBBS at the forefront of technology, navigating challenges with resilience.
- **Learning & Development:** GeBBS prioritizes employee development, preparing teams to meet future demands.
- **Commitment to DEI and Responsible Growth:** With a focus on Diversity, Equity, and Inclusion, GeBBS cultivates respect, inclusivity, and ESG-aligned growth.

MG's Six Pillars of Success

MG's vision is grounded in six principles:

- **Client-Centricity:** Aligning decisions with client needs to build lasting partnerships.
- **Commitment:** Transforming goals into reality with a dedicated team.
- **Cohesion:** Harmonizing individual contributions with organizational goals.
- **Collaboration:** Leveraging teamwork to achieve breakthrough solutions.
- **Conviction:** Turning vision into reality through shared purpose.
- **Contribution:** Recognizing the value of collective success.

Insights from MG's Leadership Philosophy

MG's leadership philosophy centers on learning and shared experiences. He champions authenticity, dedication, and a strong client focus, fostering a cohesive culture where team members take ownership and excel. His commitment to inclusivity, open dialogue, and mental well-being shapes GeBBS not only as a thriving business but as a catalyst for positive change in the world.

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