



## Industry

Durable Medical Equipment (DME)

## Processes

Order processing

Customer service and management support

Medical and insurance billing & collections

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Transforming revenue cycle operations for a top specialty home medical equipment supplier, thereby **increasing collections, accelerating cash flow and improving customer service while lowering costs**

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### Client Profile

A global leader in specialty home medical equipment with a sales force that services thousands of medical practitioners and patients. Products include:

- High-end medical devices that require verification of insurance benefits and pre-authorization for the submission of complex medical claims
- Specialty medical devices involving high volume of claims

Service centers onshore and offshore work jointly with patients, physicians and client sales force to ensure seamless delivery of services.

### The Challenge

To grow profitably, the client wanted to improve cash flows by optimizing its revenue cycle. The client selected WNS after a rigorous evaluation process. The key factors for selecting WNS were: Domain expertise and experience in the healthcare sector; superior analytical capabilities; and

commitment to excellence. The processes offshored to WNS include:

- Sales order processing and support
- Healthcare billing and collection from insurance carriers and patients

### The WNS Solution

- Risk-based rewards and penalties to align the WNS team with client outcomes
- Continuity of bridge teams and functions
- Ability to continue with existing systems and develop bolt-on tools
- Augmentation of capacity to handle certain areas of business that provided opportunity for incremental collections
- Specific analytics to allow teams to prioritize claims with a greater likelihood of being paid. Creation of comprehensive review systems to facilitate better coordination and focus among teams

- Systems for monitoring and improving process quality and capabilities
- Implementation of governance-based solutions to manage the client's internal stakeholder support and communication, as well as oversight of plan implementation.

## Extending Your Enterprise

WNS extended the client's enterprises by transforming its revenue cycle operations, thereby increasing collections, accelerating cash flow and improving customer service while lowering costs.

### Benefits delivered by the WNS team

- **Increased Collections**
  - WNS committed to a specific collections increase
  - WNS established an analytics-driven collections strategy
  - Process re-engineering, technology enhancement and modified work plans helped increase collections by four percent
- **Improved Velocity and Visibility**
  - WNS improved the order-to-bill process and developed modifications with enhanced collection velocity using Six Sigma tools and IT enhancements
  - Overall accounts receivable days reduced by 15 percent
  - WNS dashboards created significant visibility into detailed lead indicators and drivers. They also improved management controls and decision-making.

- **Reduced Costs**

- WNS increased staffing by 25 percent, yet the total operations cost reduced by 25 percent.

- **Retention of Key Resources**

- The client was able to retain a high percentage of the client's management staff, post the outsourcing relationship with WNS.

## About WNS

WNS is a leading global business process outsourcing company. Deep industry and business process knowledge, a partnership approach, comprehensive service offering and a proven track record enables WNS to deliver business value to the world's leading companies. WNS is passionate about building a market leading company valued by our clients, employees, business partners, investors and communities.

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To learn how we can help extend your enterprise,  
write to us at [info@wns.com](mailto:info@wns.com)