

MORE EFFICIENCY IN REVENUE CYCLE MANAGEMENT RESTRUCTURING IN THE DIABETES UNIT FOR BETTER PATIENT CARE



«It didn't take long for the SPS colleagues to familiarize themselves with the work which we required in connection with ordering our products. They were quick to take over core standard processes thanks to their high level of expertise in the health service. The fact that we both want to offer our customers a perfect service and the pressure which we were under in the first few weeks of working together have forged a lasting bond between us.»

– Division manager, medical technology company

Anyone who wants to be well positioned for the future must not shrink back from changing inherited structures. The diabetes unit of a leading medical technology company in Germany launched a strategic reorganization with the support of Swiss Post Solutions with a view to being better equipped to cater for the current market demand and best placed to exploit the future potential.

Boom in demand was causing a build-up of pressure

When it launched a new and unique piece of medical equipment on the global market in 2015, a major unit in the medical technology company had unleashed an unexpectedly high boom in demand which was too great for the unit to cope with difficulties in the processing of orders and long delivery times were leading to high levels of dissatisfaction among customers. A further increase in demand was to be expected due to the unique technology invested in

the product and the prospect of its classification as a mainstream service covered by statutory medical insurance. What is more, the company was aware of the time-consuming processes in the German health care system on account of the fact that they are mostly paper-based.

The company realized that a strategic reorganization was needed and that this could only be successfully carried out with the help and expertise of an experienced external partner.

SPS sees through strategic reorganization

Swiss Post Solutions (SPS) was able to persuade the medical technology company of its expertise in information and document management and of its extensive know-how in the health care sector.

First of all, the SPS team conducted a detailed analysis of the processes on site, working with the customer's department. At the end of the analysis phase, the

Company Profile

The company is one of the market leaders in medical technology, with more than 80,000 employees worldwide working to meet the needs of patients and medical staff.

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recommendation was to outsource the standard back office processes and to delegate the responsibility for these processes to specially trained SPS staff in close liaison with the customer's employees. This marked a break with established structures, taking processes which had evolved over time but were not always logical and making them more efficient.



efficient

More efficient processes

Outsourcing of standard back office processes to SPS

The plan was for SPS to gradually take over the ordering and processing system for the three product ranges, all of which follow a similar pattern in the revenue cycle management system:

- Patients present prescriptions and SPS prepares cost estimates which are forwarded to the relevant health insurance companies for approval.
- At the same time, SPS enters the patients and their purchase orders in the customer's CRM system.
- After receiving confirmation that the health insurance companies will assume the costs, SPS arranges the delivery of the goods and prepares the invoices.
- Once the goods have been delivered, the final invoice is issued, duly gathering all the relevant receipts and generally waiting until the trial period has ended.

The status of the patient-related processes and the availability of products can be viewed and checked at any time.



transparent

Status of patient-related processes

Partial restructuring of processes

The individual steps had to be rearranged in order to accommodate the organizational changes, with radical changes required in some cases. SPS also set up a dedicated mailroom at the customer's German site in which SPS employees process the incoming post and digitize every document forming part of patient records. The medical equipment manufacturer is still responsible for customer communications and therefore still has control over every instance of direct contact with its customers.



focused

Concentration on core areas of expertise

SPS takes care of all the other administrative jobs at its own Customer Contact Management site in Pulsnitz, such as managing data, issuing cost estimates to the health insurance companies, and entering data in the system (cost transfers, billing, etc.). The outsourcing of some of the back office processes has freed up capacity for new services and an inhouse sales team.

Having transferred certain processes to SPS, the customer's business unit has the flexibility to be able to adapt to changed market conditions.



flexible

More adaptable to changing market conditions

Future prospects

The restructuring in the customer's German organization is now being evaluated in the European organization as a pilot project and rolled out to further countries.