# CASE STUDY
# DRIVING OPERATIONAL
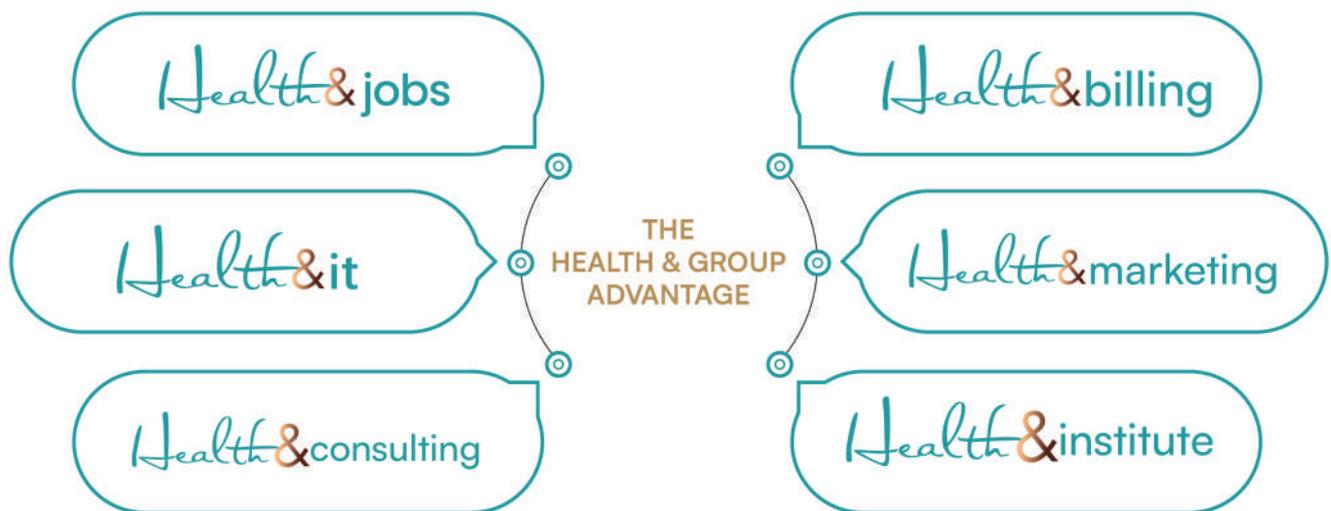# EXCELLENCE IN PSYCHIATRY



Health&psychiatry

**HOW HEALTH & PSYCHIATRY LEVERAGED THE HEALTH & GROUP ECOSYSTEM TO SCALE QUALITY CARE**

## CLIENT OVERVIEW

Health & Psychiatry is a premier healthcare provider specializing in high-quality mental health services. As the practice expanded, the administrative burden, from managing patient schedules to technical infrastructure, began to overshadow clinical care. To reclaim their focus on patients, they partnered with Health & Group and its specialized subsidiaries to manage the "business side" of the practice



Health&jobs

Health&it

Health&consulting

THE
HEALTH & GROUP
ADVANTAGE

Health&billing

Health&marketing

Health&institute

# STAFFING & TALENT MANAGEMENT

Health&jobs ®

## OVERVIEW

Health & Jobs provides a specialized talent pool and management framework that eliminates the traditional friction of hiring and training.

## CHALLENGE

Before the partnership, Health & Psychiatry struggled with a **"Cost vs. Quality" dilemma:**

### HIGH LABOR COSTS
Local rates for Medical Assistants and HR managers were unsustainable.

### HIRING LAG
It took an average of 2 months to find the right resource.

### TRAINING DRAIN
At least 30 days were spent training each new hire on code of conduct and workflows.

### MANAGEMENT BURDEN
Senior leadership spent 1–2 hours daily supervising staff performance.

## THE SOLUTION:

By restructuring the scheduling team using Health & Jobs talent, the practice achieved the following in three months time:

### COST REDUCTION

# 61-77%

Staffing costs decreased by 61% to 77% compared to traditional hiring.

### ENGAGEMENT GROWTH

# 305%

Total patient talk-time increased by 305% when leveraging virtual gloabl talent compared to in-house resources in the same period.

### EFFIENCY

# 210%

Outbound outreach increased by 210%, and monthly bookings rose by 18% over the course of three months when compared to local resources.

# OPERATIONAL QC

Success was maintained through strict technical oversight:

### AUTOMATED ANALYTICS
Python scripts eliminate manual reporting errors.
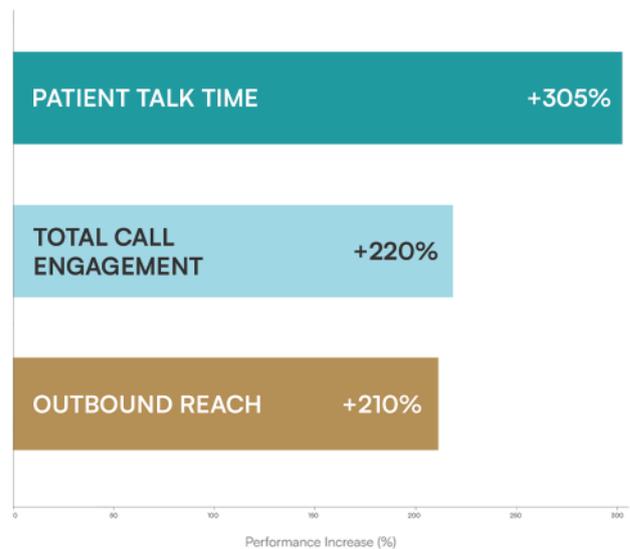
### LIVE VISIBILITY
Business Intelligence (BI) dashboards provide real-time tracking of agent productivity.

### TOTAL ACCOUNTABILITY
Structured tracking ensures no patient lead is ever dropped.

**Gains in Patient Engagement (Scheduling Team)**

| | |
|---|---|
| PATIENT TALK TIME | +305% |
| TOTAL CALL ENGAGEMENT | +220% |
| OUTBOUND REACH | +210% |

Performance Increase (%)

# HR & ADMINISTRATIVE MANAGEMENT

The practice replaced traditional HR overhead with the Health & Jobs automated selection process:

### COST SAVINGS
HR expenditure was reduced by over 80%. YoYr.

### HIRING SPEED
Time-to-hire dropped from 2 months to 1 week for entry-level roles.

### ZERO TRAINING TIME
New hires are pre-trained on healthcare protocols, reducing training time to 0 days.

### DAILY MANAGEMENT
Health & Jobs handles benefits, leave, and reporting, saving leadership hours of daily supervision.

# AI-POWERED DIGITAL TRANSFORMATION

## Health&marketing

## OVERVIEW

Health & Marketing specializes in modernizing the digital footprint of healthcare providers. They moved the practice away from fragmented, manual marketing to a streamlined, team-based approach.

## THE PROBLEM

Prior to the partnership, the marketing efforts were unpolished and lacked a cohesive strategy:

### OUTDATED INFRASTRUCTURE
The website was "old-school," with a complex user journey that frustrated potential patients.

### LEAD STAGNATION
A lack of conversion optimization meant that very few visitors actually booked appointments.

### INCONSISTENCY
Social media presence was irregular, managed by a single person with limited bandwidth and no specialized tools.

## THE RESULTS:

By moving to a specialized global team and implementing AI, the practice saw a complete reversal in digital performance:

### 70%
Reduction in monthly marketing spend compared to using local US-based agencies.

### 21%
increase in average engagement time after the new website launch.

increase in new users driven by improved UI and targeted campaigns

### BRAND AUTHORITY
Improved social media engagement and a polished web presence have established the practice as a modern leader in mental health.

## THE STRATEGY

Health & Marketing replaced the "one-man show" with a full global agency team for a fraction of the cost of a single local hire.

### MULTI-CHANNEL CONSISTENCY
A dedicated team now manages regular, high-quality social media content and SEO, ensuring a professional brand voice across all platforms.

### AUTOMATED TRIAGE
The AI chatbot handles FAQs instantly and triages users, directing them to the specific department they need without human intervention.

# REVENUE CYCLE RECOVERY

Health&billing

## OVERVIEW

Health & Billing provides the rigorous financial oversight necessary to stop revenue leakage. By combining high-level expertise with automated tracking, the practice transformed its financial health from reactive to proactive.

## THE PROBLEM

Before intervention, the practice suffered from consistent oversights in claims processing and manual entry errors. This resulted in a significant percentage of monthly revenue being "lost" to denials and uncollected fees.

## THE STRATEGY

### UPGRADING COMPETENCY
The practice replaced generalist billing roles with **specialized billing experts** who possess deep knowledge of psychiatric coding and payer behaviors.

### REDUCING OVERHEAD
By sourcing this expert talent through the Health & Group model, the practice reduced accounting overhead by **80% to 85%.**

### AUTOMATED OVERSIGHT
Implemented **Python-based daily reporting** and **BI dashboards** that track every claim in real-time, ensuring no dollar is left unmonitored.

## THE RESULTS

The shift from manual, error-prone billing to an expert-led, automated system yielded immediate financial gains:

### 9.7%
Increase in total YoY deposits.

### 75%
Reduction in monthly revenue underperformance (fewer missed targets).

### 34.8%
increase in year-end revenue collection.

## ACCURACY

Automated daily reports now provide 100% visibility into the practice's financial health, maintaining accuracy that was impossible with manual systems.

# FINANCIAL INTEGRITY & HIGH-LEVEL OVERSIGHT

Health&accounting

## OVERVIEW

Health & Accounting provides the specialized financial infrastructure required to manage complex medical practices with corporate-level precision. This section highlights the transition from basic bookkeeping to professional-grade financial management.

## THE PROBLEM

Prior to the partnership, Health & Psychiatry faced the common "small business trap": paying a premium for localized, generalist staff who lacked the credentials to drive long-term strategy.

### HIGH FINANCIAL BURDEN
The practice was spending thousands of dollars on localized bookkeeping services.

### SKILL GAP
Basic staff lacked the high-level analytical skills to perform trend forecasting or complex tax preparation.

### MANUAL FRICTION
Daily transactions and credit card reconciliations were often delayed, leading to a "reactive" financial state.

## THE STRATEGY

The practice leveraged the Health & Group model to replace generalist roles with a **Chartered Accountant (CA)**, a high-level professional typically far outside the budget of a private medical practice.

### SIGNIFICANT QUALITY INVERSION
The practice moved from "entry-level" bookkeeping to "expert-level" accounting while simultaneously cutting costs.

### DAILY TRANSACTION MANAGEMENT
The CA now manages all day-to-day bookkeeping, including meticulous tracking of all transactions and credit card reconciliations.

### TAX READINESS
Rather than a year-end scramble, the accountant maintains a continuous state of audit-readiness, preparing all necessary documentation for tax filings throughout the year.

## THE RESULTS

By upgrading the resource quality while drastically reducing the financial burden, the practice achieved a new standard of fiscal health:

### 73% COST REDUCTION
Annual accounting spend dropped, saving the practice over **$33,000 annually** YoY.

### ELIMINATION OF YEAR-END FRICTION
Tax preparation became a seamless process because the books are now maintained with professional rigor on a daily basis.

### ENHANCED FINANCIAL ACCURACY
The shift to a Chartered Accountant resulted in 100% reconciliation accuracy, eliminating the "human error" typical of manual, low-level bookkeeping.

### OPERATIONAL PEACE OF MIND
Leadership can now focus on clinical growth, knowing that every credit card swipe and transaction is accounted for by a high-level expert.

# SYSTEMS STABILITY



*Health&it*

## OVERVIEW

Health & IT manages the technical backbone of medical practices, ensuring zero-latency patient care.

## THE PROBLEM

Growing pains led to frequent server crashes, causing patient delays and a poor experience.

## THE SOLUTION

Health & IT took over full system maintenance, introducing Python-based automation for reception workflows.

## THE RESULTS:

# 50%

Reduction in IT operational costs by using expert global talent.

## INCREASED COMPETITIVENESS

Specialized software freed up reception staff to focus on the in-person patient experience.

# TECHNOLOGICAL SYNERGY & CLINICAL EFFICIENCY

Health&consulting

## HEALTH & CONSULTING

Health & Consulting provides the technical and operational framework necessary to power a modern, 24/7 telemedicine practice. Its main aim is to help transition from high-overhead equipment leasing to a lean, high-performance clinical model.

## THE PROBLEM

Before optimizing their consultancy model, Health & Psychiatry faced high fixed costs and operational limitations that restricted patient access.

### LEASING BURDENS
Heavy reliance on leased telemedicine equipment created a cycle of "borrowing costs" and recurring monthly liabilities.

### LIMITED ACCESS
The practice lacked the infrastructure to provide around-the-clock care, limiting patient support to standard business hours.

### OPERATIONAL FRICTION
Disconnected systems between Primary Care and Telepsychiatry led to inefficiencies in clinical workflows.

## THE STRATEGY

The practice overhauled its tech stack and clinical operations to create a seamless, 24/7 service environment.

### ASSET OWNERSHIP
ATransitioned from leasing to a "one-time cost" model for all telemedicine equipment, effectively reducing the cost of borrowing technical assets to zero.

### HYBRID SERVICE MODEL
Integrated Telemedicine Primary Care with Telepsychiatry to provide a holistic, multi-disciplinary patient experience.

### 24/7 CLINICAL OPERATIONS
Optimized workflows to support a round-the-clock service model, ensuring continuous patient oversight.

# THE RESULTS

By upgrading the resource quality while drastically reducing the financial burden, the practice achieved a new standard of fiscal health:

### ZERO EQUIPMENT DEBT

Eliminated ongoing lease payments, significantly improving the balance sheet by removing recurring technical liabilities.

### OPTIMIZED CLINICAL WORKFLOWS

Streamlined operations resulted in faster patient intake and more efficient coordination between specialists.

### 24/7 PATIENT COVERAGE

Achieved a constant clinical presence, allowing the practice to manage urgent psychiatric and primary care needs at any hour.

### SCALABLE TECH STACK

With equipment fully owned and workflows standardized, the practice can now expand to new territories with minimal incremental cost.

# SCALABLE TRAINING & COMPLIANCE EXCELLENCE

*Health & institute*

## HEALTH & INSTITUTE

Health & Institute serves as the educational engine, ensuring every team member meets the rigorous regulatory and cultural standards of the US industry.

## THE PROBLEM

Before internalizing education, Health & Psychiatry relied on external vendors that were both costly and ineffective.

### FINANCIAL DRAIN
High "per-employee" fees made scaling the team prohibitively expensive.

### CULTURAL DISCONNECT
External training didn't address essential "soft skills," such as US work ethics and professional communication styles.

### QUALITY GAPS
Third-party courses were generic and often failed to meet the specific requirements of the US market.

## THE RESULTS:

### Eliminated Recurring Costs:
By removing "per-head" training fees, the practice can now scale its workforce without increasing its educational budget.

### 100% Audit Readiness:
All employees are fully HIPAA-certified through an internal system that allows for real-time oversight.

### Superior Talent Quality:
New hires are "market-ready" from day one, possessing the specific communication skills and work ethics required for US healthcare.

### Long-Term Scalability:
The LMS provides a permanent, high-standard onboarding pipeline for all future growth.

## THE STRATEGY

The practice built a custom Learning Management System (LMS) to centralize training and ensure 100% compliance across the board.

### MANDATORY COMPLIANCE
Comprehensive HIPAA and ethics courses are now required for all current and future employees.

### INFRASTRUCTURE SHIFT
Transitioned from recurring external fees to a one-time internal investment, allowing for infinite scaling.

### MARKET-SPECIFIC TRAINING
Specialized curriculum focuses on "US Market Readiness," covering professional communication and operational ethics.

# HIGH-IMPACT AWARENESS & CLIENT RETENTION

Health&media

## HEALTH & MEDIA

Health & Media serves as the practice's proprietary broadcasting arm, shifting from expensive third-party advertising to a self-owned content ecosystem.

## THE PROBLEM

Prior to launching its own media channel, the practice faced significant barriers in reaching its audience and supporting B2B clients.

### PROHIBITIVE AD SPEND
Standard streaming channels charged $8,000-$10,000 for limited airtime.

### STATIC CLIENT RELATIONSHIPS
There were few value-added incentives to keep B2B clients engaged beyond basic service delivery.

### LIMITED BRAND CONTROL
Third-party platforms offered little opportunity to educate patients or highlight the practice's unique clinical services.

## THE RESULTS:

### Drastic Cost Reduction:

Moved from high monthly ad spends to a low-cost, owned-asset model.

### Increased Client Retention:

Offering free ad space to "Health & Jobs" clients created a powerful "sticky" incentive for them to stay.

### Targeted Brand Awareness:

Gained a direct line to patients on major platforms like Roku, increasing visibility for all group companies.

### Unified Ecosystem:

Successfully turned a marketing expense into a value-added service that supports both patient acquisition and client loyalty.

## THE STRATEGY

The practice developed its own streaming platform to control the narrative and reduce marketing overhead.

### OWNED DISTRIBUTION
Launched a dedicated channel on **Roku**, bypassing expensive traditional streaming services.

### EDUCATIONAL CONTENT
Created a library of medical awareness content to build authority and promote internal brands.

| Department | Cost Reduction | Key Performance Outcome |
|---|---|---|
| Accounting | 73% | Chartered Accountant oversight & 100% tax readiness |
| HR & Admin | 77% — 87% | Hiring time reduced from 2 months to 1 week |
| Med Assisting | 61% — 77% | 305% increase in patient talk-time |
| Marketing | 70% | 140% increase in qualified leads |
| IT Services | 50% | Near-zero downtime and automated workflows |

## CONCLUSION: THE HEALTH & GROUP ADVANTAGE

The success of Health & Psychiatry is a direct result of the Health & Group ecosystem. By using the practice as a real-world testing ground, Health & Group has refined a modular system specifically for the medical industry.

We have proven that high-level clinical standards and cost-efficient operations can coexist. Health & Group now offers this validated blueprint, ranging from IT automation to specialized patient scheduling, to help other healthcare providers achieve scalable, sustainable growth.