

CASE STUDY DRIVING OPERATIONAL EXCELLENCE IN PSYCHIATRY

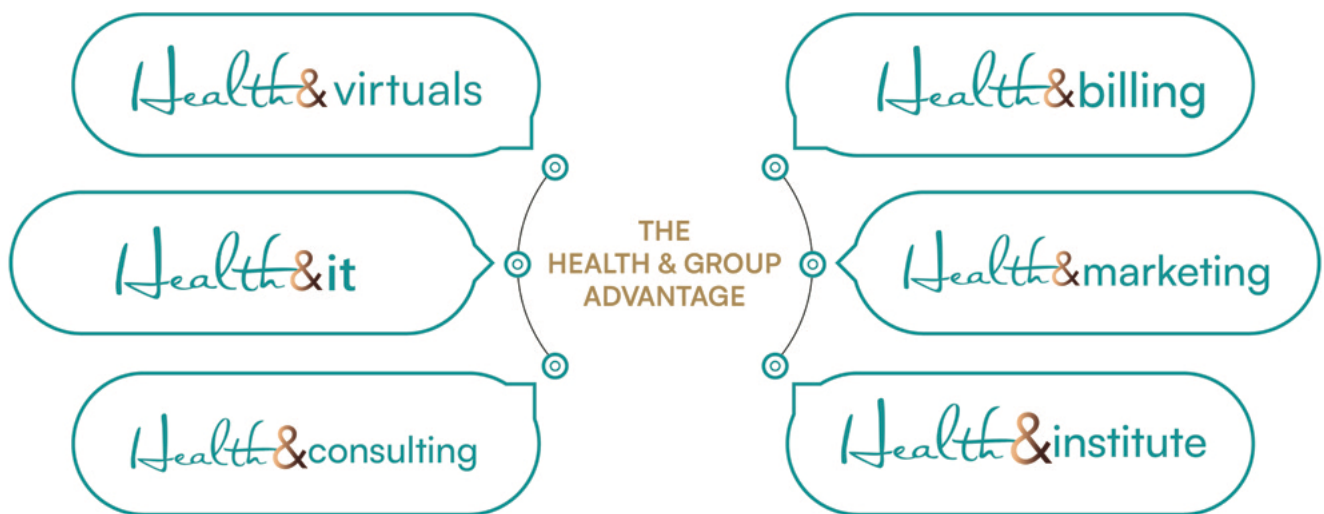
Health & psychiatry



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



STAFFING & TALENT MANAGEMENT

Health & virtuals



OVERVIEW

Health & Virtuals 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 & Virtual 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 global talent compared to in-house resources in the same period.

EFFICIENCY

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

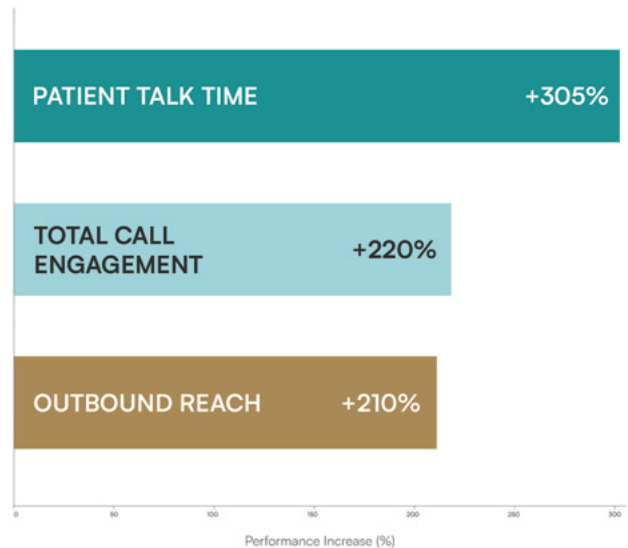
Business Intelligence (BI) dashboards provide real-time tracking of agent productivity.



TOTAL ACCOUNTABILITY

Structured tracking ensures no patient lead is ever dropped.

Gains in Patient Engagement (Scheduling Team)



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 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.

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.

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

Transitioned 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 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.

MARKET-SPECIFIC TRAINING

Specialized curriculum focuses on "US Market Readiness," covering professional communication and operational ethics.

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:

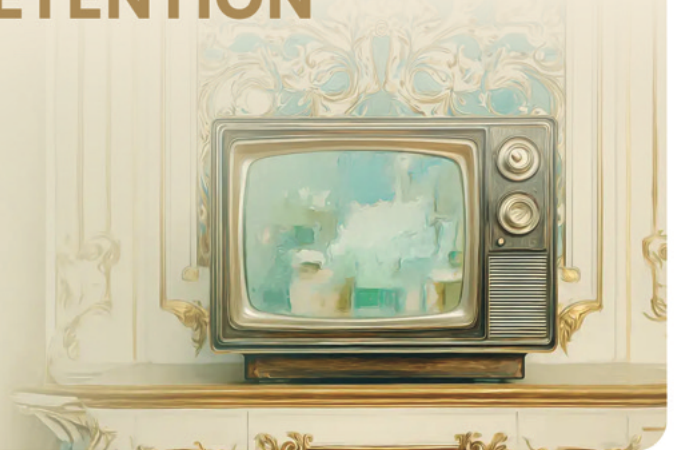
The LMS provides a permanent, high-standard onboarding pipeline for all future growth.

INFRASTRUCTURE SHIFT

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

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 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.

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.

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.