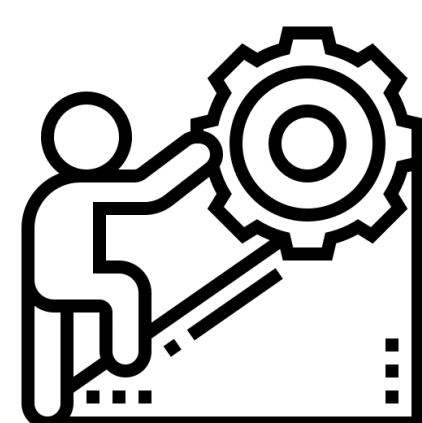


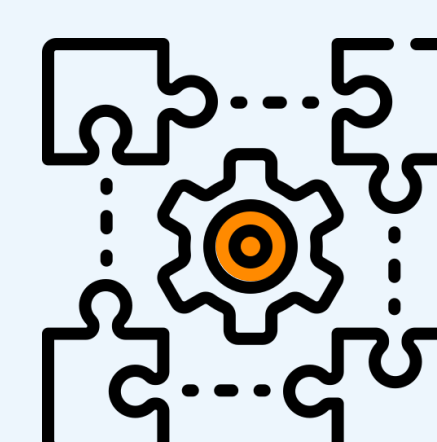


Tradition runs deep in The Back Dr, as the practice is now in the hands of the third generation of a family of chiropractors. Close to 30 years of improving the lives of people is a feat not matched by many other health care providers. The Back Dr uses modern and gentle adjustment techniques to get to the root of physical and structural pain by providing chiropractic care. A team of health care professionals applies holistic healing modalities for optimal health. True to its mission, the company is committed to creating a healthier community naturally through adjustment and education.



The Challenge

The sustainability of a practice is anchored on providing quality service and expanding the client base. Doctors at The Back Dr, however, were spending too much time doing medical administrative work rather than treating patients. Confirming appointments, updating patient logs, data entry, and keeping accurate records are vital tasks that require diligence and attention. Attending to these tasks diverted the resources of the medical team, diminishing their capacity to service more patients. Social media inquiries and referrals also need engagement. Potential client leads were not followed through, and losing such opportunities was not acceptable.



Twoconnect's Solution

Using metric-driven approaches and adaptable processes, we implemented a customised road map for our client to identify roles that could be outsourced. Our offshoring expertise employs a stringent recruitment process to employ the most qualified candidates.



Initial Meeting

We gained an understanding of the business to develop the project scope through our industry-leading project design.



Recruitment

Once we created a scope tailor-fit to the client’s requirements, we implemented our 12-step recruitment process.



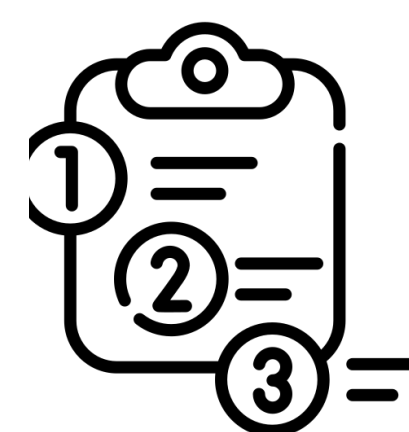
Talent Integration

With years of experience onboarding new clients, we ensured that the new recruits seamlessly integrated their skill sets into the client’s local operations.



Performance Management

Our team continues to regularly manage performance levels, and we provide the client with insights to staff member performance results and other key business metrics.



The Requirements

Based on a thorough assessment of the client’s needs, Twoconnect designed and implemented the following positions which were outsourced and managed from the Twoconnect office in the Philippines.

Patient Administrative Officer

The company was looking to outsource the medical administrative role so the doctors could focus on providing the best care to their patients. Attention to detail and accuracy in data entry were non-negotiable, as each patient would have a customised medical protocol based on the information gathered. A medical background for the candidate was preferred, but not required.

Customer Concierge

A lead is not a lead unless engaged and seen through to completion. It was important that a team member be assigned to focus on calling warm inquiries, confirming appointments, and sending information forms online. Experience with outbound calls using CRM software would be a plus.



Impressive Outcomes

Twoconnect delivered excellent staff as it continues to build its relationship with The Back Dr.

Patient Administrative Officer

The Back Dr affirmed that the employee Twoconnect was able to provide not only takes care of the administrative role but also has a medical background, seamlessly integrating into the practice. She remotely coordinates directly with the doctors, records patient concerns, points out missing information, and clarifies details of medical results, asking the right questions given her background. In a short period, she is considered very much a part of the team, relieving the doctors of basic administrative tasks, making sure that they are provided with the right patient information.

Customer Concierge

The role is deftly handled by a staff member building a pipeline of leads and making daily calls to prospects. Using Atlas CRM as the customer management software, he keeps tabs on those who may be funneled through the next step of emails and texts, with the aim of securing firm appointments for medical consultation. The doctor’s time is thus not wasted on no-shows, keeping The Back Dr busy with an expanding client base.

Impressive Outcomes



30% increase in
patient consultations



Improved accuracy
in patient data



Higher patient
satisfaction rating

Client Testimonials



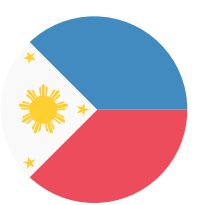
Dr Carina Gupta
Chiropractor
★★★★★

“When we were looking into outsourcing, we thought it would be to a stranger that we would never see or speak to. Twoconnect has made it a completely different process - it’s actually very personal. We know our employee’s birthday, we celebrate it with her, she’s really become part of the team, part of our family. If you’re looking to streamline your practice and make it more efficient, I would highly recommend using Twoconnect.”



Australia

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Philippines

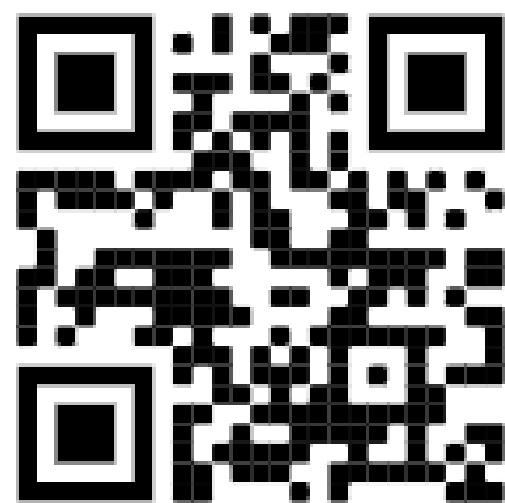
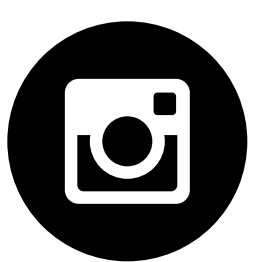
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