

# Case Study [SNAPSHOT]: ASC Revenue Cycle Provider Boosts Patient Collections by \$2.5M

SEPT 2025



“We started handling calls for five ASCs. However, the client quickly saw the value of having a team dedicated to answering patient calls. Now we handle over 50 centers.”

—Call Center Manager at Global Healthcare Resource

## Client Profile

Leading revenue cycle solutions provider offering billing, coding, transcription and documentation management services to ASCs nationwide



[www.globalhealthcareresource.com](http://www.globalhealthcareresource.com)



ATLANTA | CHENNAI | MANILA

## CHALLENGE

Rapid growth left a leading provider of ASC revenue cycle solutions, struggling to manage an overwhelming volume of patient calls, including nearly 300 voicemails each day. With little time to return calls, aging patient accounts receivable (A/R) grew rapidly, and staff burnout intensified.

## SOLUTION

In March 2024, the ASC revenue cycle company partnered with Global Healthcare Resource to build a team of 22 patient call center representatives, managing inbound and outbound calls for more than 50 ASCs, each with its own unique payment technology.

**\$2.5M**

**Patient  
A/R  
Collected**

**70%**

**Reduction in  
Patient Accounts  
Over 365 Days**

**96%**

**Reduction in  
Abandoned Call  
Rate**

## RESULTS

1

### Reducing Patient A/R

In a little over a year, Global's call center representatives we're able to collect \$2.5M in patient accounts receivable.

2

### Dedicated patient call center to work aged accounts.

Prior to the Global partnership, more than 1,000 patient accounts had aged over 365 days. In one year, Global's call center representatives reduced that amount by 70% to fewer than 300 accounts.

3

### Improved Patient Satisfaction

Global's call center representatives answered patient calls within five seconds, thereby minimizing call wait times and subsequently, call abandon rates dropped by 96%.

# Case Study [FULL STORY]: ASC Revenue Cycle Provider Boosts Patient Collections by \$2.5M

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## OVERVIEW

As a leading provider of ambulatory surgery center (ASC) revenue cycle solutions began to take on more clients, its revenue cycle team struggled to keep up with patient phone calls. Without clear job responsibilities, staff found themselves wearing many hats and becoming burned out by a seemingly insurmountable volume of work.

As they labored to get claims out the door, nearly 300 patients a day left voicemails to ask billing questions, make payments, or learn about financial assistance programs. With no time to call them back, aging patient accounts receivable (A/R) began to skyrocket. So did patient frustration as communications went unanswered and call abandon rates reached all-time highs.

## SOLUTION

In March 2024, the ASC revenue cycle company partnered with Global Healthcare Resource to build a team of 22 patient call center representatives, managing inbound and outbound calls for more than 50 ASCs, each with its own unique payment technology.

***“Our client was faced with limited resources and a growing number of facilities,” says Kristine Eisset Asiner, Call Center Manager at Global Healthcare Resource. “We started handling calls for five of its ASCs. However, the client quickly saw the value of having a team dedicated to answering patient calls. Now we handle over 50 centers.”***

## RESULTS

### **Reducing aging patient A/R**

With a dedicated offshore patient call center in place, the ASC revenue cycle company was well-positioned to collect patient payments and work aging patient A/R. Prior to the partnership, more than 1,000 patient accounts had aged more than 365 days. In one year, Global’s call center representatives reduced that number to fewer than 300 accounts aged over 365 days.

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## RESULTS [CONTINUED]

### **Improving Patient Satisfaction**

With an offshore patient call center in place, the ASC revenue cycle company could also promote a more positive and consistent patient experience across all centers. Global's call center representatives answered patient calls within five seconds, thereby minimizing call wait times. Subsequently, call abandon rates dropped by 96%.

### **Monitoring Performance**

Global continues to monitor data to optimize staffing and deliver high-value services.

***"We present data to clients on a weekly basis, and we monitor our call center's key performance indicators to ensure client growth and success," says Eisset.***

Data monitoring is especially important because the ASC revenue cycle company has ASC clients nationwide in multiple time zones. Data monitoring ensures Global maintains consistent levels of productivity, coverage, and quality over a 12-hour period (8am-8pm) daily.

In addition, Global's call center representatives undergo extensive training and follow scripts that equip them with the right verbiage to speak with and educate patients. In addition, between each of the 50+ ASCs, there are eight different payment portals. Global's patient call center representatives are trained on how to use all of them.

***"We strive to provide as seamless an experience as possible, says Eisset. we are truly an extension of each client's team with the common shared goal of putting patients first."***

## ABOUT GLOBAL

Global Healthcare Resource specializes in creating international teams of highly-skilled revenue cycle and patient call center professionals. Global proudly serves RCM companies, providers, hospitals, and healthcare technology platforms as an extension of their team.