



### *Compvue's Global Healthcare Industry Practice*

**A leading nurse staffing company does seamless recruitment and provides attractive placements.**

#### **Business Challenge**

This California based healthcare recruitment and placement firm needed help to increase its sales and reduce operational costs. The strategy was to take advantage of outsourcing; reduce overheads and operational costs while maintaining a high level of excellence. The customer wanted to outsource the following processes:

- Sales
  - Lead Generation
  - Marketing Campaigns
  - Reference Checks
  - Cold Calling
  - Records Management
  
- Operations
  - Timesheets
  - Fax Processing
  - Data Entry
  - Front Desk Operations
  - Compliance Processing
  - Per Diem Recruitment
  - Finance Analysis

The customer wanted to create a successful business model for sales recruitment in which we would generate candidate leads and then follow up on these leads via cold calling and email campaigns. We would do reference checks for hired nurses as well as systematically organize and upload the documentation sent by the nurses via general fax. We were also required to submit nurse profiles in various vendor management systems which would help our customer to place nurses quickly, as soon as there is a job opening that matches their profile.

For finance operations, the customer wanted us to maintain a record of invoices from housing & utility providers and make appropriate book keeping entries in Microsoft Financial Application System. We would also maintain and upload timesheet data for payroll processing. This would then be used for weekly Gross Profit Margin (GPM) report. The customer wanted us to manage front desk operations where an operator would forward the calls, take messages, answer general queries etc

Another important process that client wanted to outsource was Per Diem nurse recruitment process. We would be required to place the available nurses depending upon the job availability at the hospitals. The customer also wanted us to take care of compliance process, where we would be required to inform the nurses about general & specific hospital policies and then perform validation of documents provided by the nurses.

### **How Compvue Helped**

To effectively handle the above mentioned processes, client decided to partner with Compvue. As the process demanded deep understanding of healthcare domain, Compvue organized a team of qualified professionals who had prior experience with leading service providers in the industry including recruiters, nursing graduates, accountants, operation managers and salespersons.

Compvue transitioned the process using a well-defined transition methodology, ensuring that the processes were fully analyzed, mapped, documented and implemented as per the requirements. As the processes were complicated and needed to subscribe to stringent guidelines at every stage of the transition, a structured review with the client was carried out to ensure that the process was migrated seamlessly.

Specialized teams were created based on the process. A team of experienced recruiters were brought on board to take care of recruitment process. Increased client demand drove Compvue to setup a new inbound and outbound contact center in Manila, where experienced nursing graduates were hired to take care of recruitment and compliance operational process. A qualified team was set up in India to take care of back-office jobs. Employees with high level of qualification and expertise were identified, who took care of critical processes like timesheets and finance.

Compvue's cost effectiveness and operational excellence resulted in increased productivity, improved accuracy and higher profits for the customer. They retain us to date; we continue to help them with their current operations as well as their future business plans

## Trusted Services Partner

Prior to availing Compvue services, the customer faced high operational costs and average productivity which were main roadblocks in its expansion. Compvue helped the client in following value proposition.

- Increased Revenue
- Reduced Costs
- Improved Productivity
- Enhanced Reliability
- Now acknowledged as one of the largest healthcare staffing firms in US by Staffing Industry Analysts.

## About Compvue

Compvue Inc. is a California Corporation with focus on Information Technology Consulting and Business Process Outsourcing. Compvue has two fully owned subsidiaries overseas, Compvue Philippines Inc which specializes in business process outsourcing in U.S healthcare sector and Compvue India Private Limited that focuses on information technology consulting and back-office business process outsourcing with two already established centers in Chennai and Nagercoil.