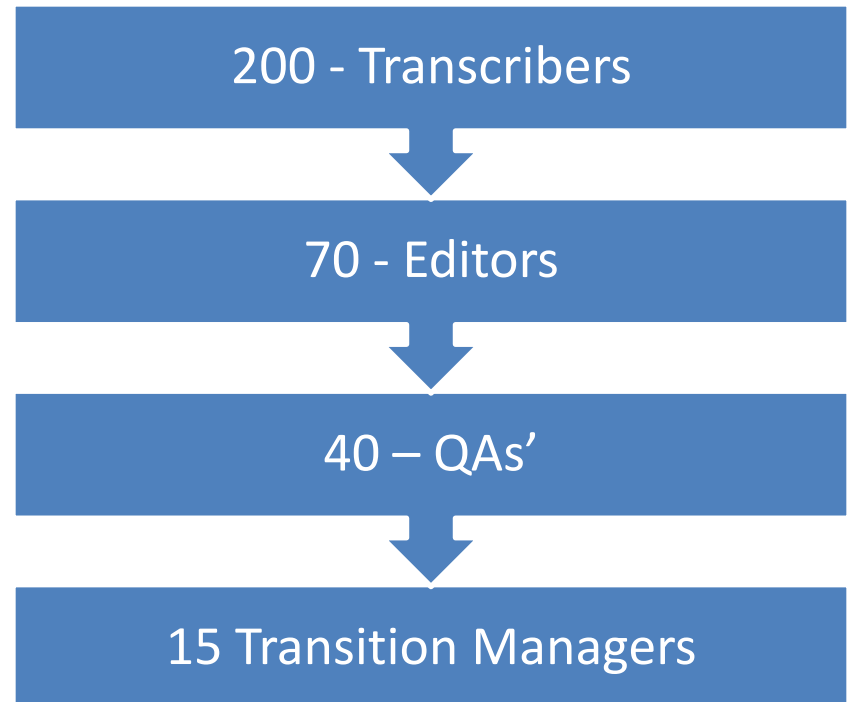


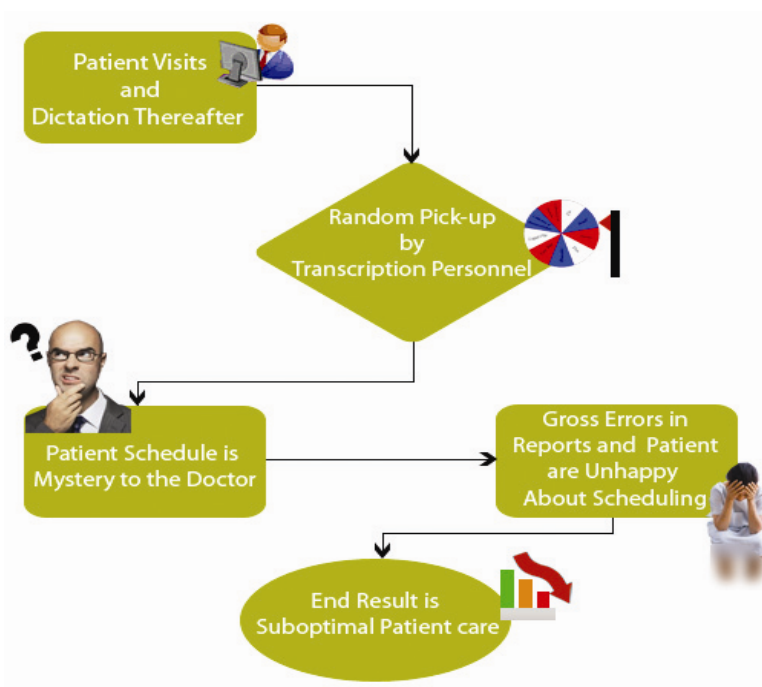
# Case Study

## At a Glance of iSource

### “OUTSOURCING SUCCESS STORIES” A PLASTIC SURGEON’S DILEMMA



## Traditional Transcription Work Flow



Dr. XY was driving home on a cold spring evening when he got a call from one of his innumerable patients. He was a particularly famous plastic surgeon from downtown LA, whose clients included a string of category B Hollywood’s actors. Dr. XY responded in his usual cheery tone, at the same time trying to place the identity of the caller within the context of recently seen patients. Her name was Judithe, a character artiste from the soaps, and she was calling about the effect of Botox treatment on her glabellar lines. She was unhappy about a resilient line that had failed to disappear and wanted to schedule a follow-up visit then and there. Dr. XY knew that he could not divert this call to his secretary Pam, because she had just gone home the other day for Thanksgiving, and the doctor without looking at the patient chart and his own schedule could not possibly commit to anything

## The Pain Areas:

The above scenario is typical for a doctor who shuffles between various clinics and his own practice, and does not have a full-time secretary well-versed with his specialty, and since Plastic & Reconstructive Surgery is a fairly new addition to the medical profession, it is commonplace to come across gross errors in transcription such as the ones mentioned below:

1. BREAST CUP SIZES BEING MIXED UP
2. “SUN WALK” BEING KEYED FOR “SUN BLOCK”
3. “BENEATH THE WARTS” BEING KEYED FOR “BETWEEN TWO WARTS”.
4. “BENZOCAINE” BEING KEYED FOR “BENZOCLIN” ETC.



## Modern Work Flow Of iSource?

iSource's strong presence on the World Wide Web made it easy for Dr.XY to reach out to it for help. iSource's utilization of operational centers in back office havens like India and the Philippines also made it very competitive in terms of cost and provide a 24 x 7 technical support to its clients.



## iSource's Modus Operandi:

After a detailed discussion, an onsite consultant met up with Dr. XY and he was able to ascertain the following:

1. The doctor besides his own practice was a part-time consultant in a couple of other high-end boutique clinics.
2. The transcription of reports was not an issue at the boutique clinics since they had provided him with Dictaphones, and he just needed to dictate and dock them when he was at the respective places.
3. The transcription requirement at his own clinic was a totally different issue altogether. The part-time secretary had problems in maintaining his schedules on the computer, and was not very savvy when it came to transcribing reports. The fact that he saw patients at three different places made the tracking of available time windows a big issue.

## Fine Tuning:

iSource knew from past experiences that monitoring of a doctor's patient schedules can bring forth patterns, which can be utilized to optimize the transcription process. It had its team do that and came to the conclusion that for his own private practice a transcription turnaround time of 72 hours would suffice. Also HL7 integration had a few hiccups which were resolved easily by the expert team. The transition manager kept in touch with the doctor over the phone until they had a sizeable dictionary of terminologies that he used.



## Cost Savings:

For a monthly minimum of 400 dollars iSource's solution package helped Dr. XY put an end to his back office woes; and he replaced his secretary (who was paid \$ 1600) with an elderly front office personnel for \$ 400 a month; since he got his reports transcribed on time and the front office personnel just needed to log into the system to view his schedules and other information. He was thus able to make a savings of 50%, while at the same time increasing the efficiency of the process manifolds.

## Client Feedback:

Dr. XY had the following few words to say about iSource;

*“ Although my business was small for them; the kind of cutting edge technology and resource they utilized in helping me speaks volumes about the integrity of the company. ”*

Plastic Surgery Center Los Angeles, CA.