THE COMPREHENSIVE GUIDE TO FINDING **TECHNICAL LABOR SUPPORT** FOR YOUR **HOME HEALTH COMPANY**
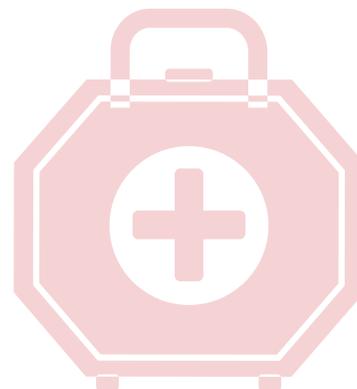
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Endless Opportunities

Booming Growth of Home Healthcare

The global home healthcare market is currently valued at USD 244.4 billion. It is expected to surpass USD 391.4 billion by 2021at a compound annual growth rate of 9.40% between 2016 and 2021. The growing geriatric population in the US has sparked the increasing demand for home healthcare services.

Home care services help adults, seniors, and pediatric clients who are recovering after a hospital or facility stay, or need additional support to remain safely at home and avoid unnecessary hospitalization. Home healthcare is a cost-efficient alternative to expensive hospital-based interventions.

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Home Healthcare Management Services

The home healthcare industry is one that attracts people who have a sincere desire to help and care for others. But as anyone who has spent any amount of time in home health knows, providing healthcare is not as simple as physically taking care of people. All areas of this vertical market are full of regulations with which you must comply in order to stay in business.

Healthcare rules and regulations come with a long list of technical tasks that must be completed on a regular basis in order to stay in compliance and receive payment for services rendered. Some of these home healthcare management services include the following:
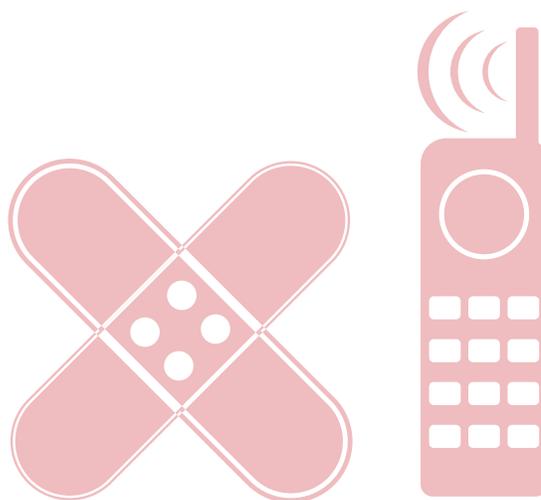
Medical Claims Processing

The medical claims process involves intricate procedures between two major pillars of the healthcare system: healthcare providers and medical insurance companies. It entails complex and tedious mechanisms that require special attention to detail. Any errors or lapses in the filing and processing of accurate patient records and relevant data may result in the rejection of the medical claim. Strict technical protocols and industry standards should be followed for medical insurance claims to be delivered accurately and expediently.

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Medical Coding

Medical coding is a daunting function that requires the specialized knowledge and skills of certified coders to ensure that medical claims are coded correctly. Any inaccuracies may result in such claims being denied, as well as potential revenue loss. Health system providers must ensure that coders are prepared to keep up with rapid changes in medical coding requirements. Accurate coding of claims requires correct clinical documentation. Coders are unable to assign proper codes when documentation is incorrect or lacking, which could result in a claim being rejected by the medical insurer.

Medical Eligibility Verification

Insurance eligibility verification is a crucial step in the medical billing cycle. When healthcare providers are caught up with administering quality services, medical eligibility verification tasks are left unattended and may give rise to problems like reimbursement delays, non-payment, data errors, medical claim rejections, and dissatisfaction among patients. Verifying the eligibility of a patient's insurance coverage is critical because it directly affects the reimbursement due to the healthcare provider. Accurately analyzing if a patient is eligible for financial assistance to carry out the benefits of insurance coverage is time-consuming, and healthcare providers may not have the training or time required to continually keep up with insurance eligibility verifications.

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Patient Services (Contact Center)

A quick response or timely information can provide assistance to patients and dramatically improve the overall patient experience. Having a dedicated contact center that takes care of patients' urgent phone calls after office hours is crucial. It serves as a communication channel between the healthcare provider and the patients.

A patient services contact center also includes regular communications with patients by checking in with their status on elements such as scheduling and keeping doctor appointment. In addition, the contact center can be available around the clock to answer patient queries.

Failure to complete these technical tasks, and others, in the appropriate manner and timing can lead to healthcare processing issues, such as longer wait time for payments, missed payments, and patient care delays.

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Options for Technical Labor Support

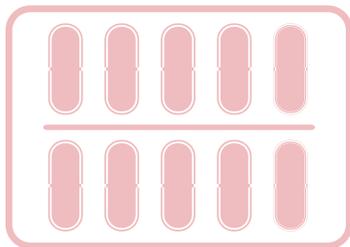## 1. Hire additional people locally to complete the tasks.

It is common for close family and friend to suggest finding someone local to help with the technical aspects of the home health responsibilities. The local colleges and community nursing programs are good sources of available talent, but the hourly charge for this and other in-home health services can be costly. It is difficult to find the right people with the appropriate health care training and professional qualifications.

2. Rely on people with other roles in the company to complete technical tasks.

You may have nurses or caregivers play additional multi-tasking roles, such as management work or IT support. It can save your company from the costly task of bringing on additional staff. Unfortunately, assigning technical tasks to people who are not properly trained or suited for the post can lead to poor performance and inefficient results.

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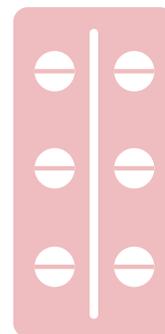
3. Outsource technical labor tasks.

Outsourcing your health care technical labor support is an efficient, and often a more economical option, than trying to figure out a way to get those tasks done internally. Outsourcing highly skilled health care tasks provides you with some unique benefits that you will not get by hiring new internal staff:

- Pay for only the amount of help you need – You do not have to hire multiple people to do various elements of the health care services. Outsourcing operations outside of your scope of expertise to specific full time employees (FTEs) can drive best value and cost effectiveness for your company.

- Have a dedicated team working on your health management tasks – If workload increases, there are others who know how to do the tasks as well. If one person gets sick, it does not shut down the entire operation. Having a team of health care experts working for you ensures business continuity.

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- **Allow someone else to handle hiring and training for technical tasks** – Contracting a global outsourcing company relieves you of hiring and training woes. The outsourced vendor can effectively provide high-performing full time employees (FTEs) to keep your business agile and competitive.

- **Get greater flexibility and scalability**. – Outsourcing can provide your business the flexibility to meet the complex requirements of the health care industry, as well as workforce scalability to achieve operational agility. It saves your company the financial outlay required to create a professional internal set-up and optimizes the service efficiency of your business operations. Engaging in outsourcing also gives you strategic solutions, such as new technology assimilations like Cloud computing and Software-as-a-Service (SaaS) applications that have revolutionized the health care industry.

These options may sound great on the surface, but as the owner, you know that the technical tasks are essential in keeping the business competitive and profitable. It is normal to have some questions and even doubts about the practicality of outsourcing technical tasks.
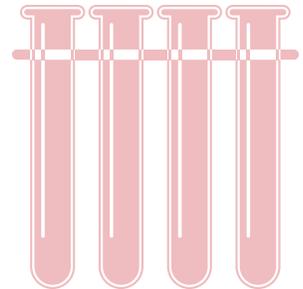
Are there outsourcing companies who are qualified to handle health care services?

You will work closely with the outsourcing company you choose to establish your expectations and set up standards. There are companies in the marketplace that provide labor who have the specialized training necessary to complete the technical tasks related to your home health business.

How will the information be handled?

The health care industry standard has moved completely into electronic methods, such as: electronic charting and medical billing. Innovative outsourcing technologies have made it more efficient and secure to share and collaborate important data in real time. You can conduct virtual meetings with your outsourced health care service provider any time that is necessary. You can be assured that your clients' data are being safeguarded appropriately.

Can they keep up with the rapid change common in this industry?

The flexibility and team approach of outsourcing makes it ideal for industries that deal with quick and constant change, including the home health care management business.

Getting a Healthcare Outsourcing Partner

If the process seems too time-consuming or outside of your expertise, getting a reliable healthcare outsourcing partner can make things easy for you. Look for a global outsourcing company that has experience working in your industry to ensure that the technical tasks will be handled correctly from beginning to end.

Exceptional Healthcare Outsourcing Solutions

Infinit-O Global is a trusted healthcare management outsourcing solutions partner. We would love the chance to provide you with premium healthcare management services for your home healthcare business. Our team of healthcare professionals can handle it all – from medical claims processing, medical coding, and patient services, to end-to-end processes – at a fraction of the cost of an in-house staff.

We provide a dedicated team for specific healthcare services, so you can concentrate on your company's core functions. Infinit Healthcare has been awarded multiple certifications for quality and security, highlighting our ability to meet and exceed the industry's most stringent standards.

Our suite of healthcare management solutions directed towards patients can help you enhance your relationship with them, prioritizing those with more critical situations, and focusing on giving the best healthcare possible.
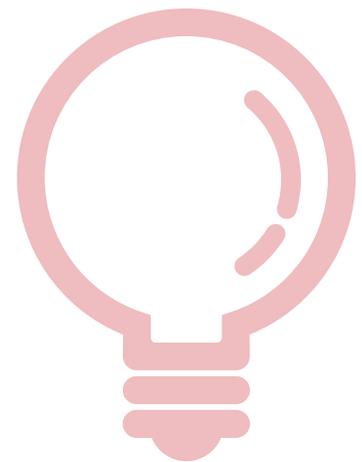
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Our patient support team is readily available 24/7 — through voice, email, or live chat – ready to turn an account complaint or an inquiry into a well-handled experience for your patients and an opportunity to create strong loyalty towards your company.

We have established expertise through a combination of training and industry experience. For a more in-depth look at what type of healthcare outsourcing services you may need, take a look at our free Healthcare Outsourcing Feasibility Assessment tool. It will help you gauge the specific outsourcing needs of your home health business.

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ABOUT US

Infinit-O Global is a global services company that provides valuable services to small and medium businesses across the globe. We serve a number of industries where we have developed deep domain expertise including technology, healthcare, and financial services. Our goal is to create long lasting partnerships with our clients; rendering a strong combination of business consultancy, process optimization and outsourced services, all utilizing the latest technology to provide excellent value for our clients.

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