



# Case Study: Offshore Outsourcing Support



## THE CLIENT:

A well-known Silicon Valley dentist practice that provides dental care services for infants, children, and adolescents as well as sedation and dental care for children with special and emotional needs. The clinics' team are specially trained to allow them to manage children's fears and apprehensions in a positive manner. The practice has 8 clinics operating currently in the region.



## THE CHALLENGE:

The practice was experiencing several personnel challenges and requirements. They were facing repetitive and time-consuming back-office support activities, with accounting compliance and front desk administrative work chewing up too many hours and leaving less time for high-margin strategic and advisory patient care.

They were also hemorrhaging costs with AR sitting at 52% of monthly revenue, plus they were experiencing a lagging website and lack of marketing strategy plan to grow the market, leaving them unable to achieve corporate expansion by themselves.



## THE GOAL:

To scale and grow their back-office patient care operations, digital media and marketing product campaigns, and finance and accounting support. To do this, they wanted to find a strategic outsourcing remote staffing partner with special experience with Dentrix software and several other patient support applications.

## THE SOLUTION:

Omada One accepted the challenge, flying to California to craft a proof-of-concept pilot (POC) strategy. We worked closely with the CEO and the entire dental practice leadership team to know their staff and operations and to identify their exact issues, bottlenecks and staffing requirements.

Over the next four months, Omada One assisted the practice in sourcing and hiring a remote team of professional and dedicated employees in the Philippines. The offshore team of accounting & finance, social media content, digital marketing, business AI analytics, and operations staff were also able to identify the process and skills gaps while correcting several accounting and back-office operations inefficiencies with precision.

We also assigned the Omada One accounting forensic special audit team to review and clean up the entire dental company accounting and finance books.

## THE OUTCOME:

- Payroll costs cut by 53% in 90 days
- 10 offshore accountants and operations staff hired in just 3 weeks
- Current accounting 30-60-90 day AR aging insurance claims and patient portions reduced from 52% to 8% of monthly revenue
- Stabilized and recovered over \$400,000+ of Insurance and Patient Ageing (30-60-90) during the pilot stage