Centre Business Optimisation Ideas

This presentation has been created to assist centres to be aware of some of the ways to increase revenue and decrease costs using technology

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FIVE MINUTES

Ideas

1. Front Desk Staff Optimisation
2. Data Entry
3. Internet
4. Telephone Infrastructure
5. Digital Media Management

FIVEMINUTES

Front Desk Staff Optimisation - Ideas

1. Front Desk Staff

   Receive Patients / Assist Doctors and Nurses

2. Other Tasks Handled Today - can be delegated

   Appointment Bookings / Recalls, Reminders, Updates

Identifying and re-assigning tasks that can be done by remote resources, frees up the person at front desk to focus on patient experience

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FIVE MINUTES

Front Desk Optimisation - Remote Resource Costs

Appointment Booking Task	WA	Chennai - India
After Hours / Weekends / Public Holidays	$20 per hour or $10 per booking	$10 per hour or $5 per booking
Weekdays (8 hours a day, 5 days a week)	$3000 per month	$1500 per month

Some centres have increased their bookings by up to 25% by having someone take calls to book appointments after working hours and during public holidays / weekends

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Data Entry - Ideas

1. Contact Updates
2. Address Book Updates
3. Recall Messages
4. Reminder Messages

Food for thought: Identifying and re-assigning tasks that can be done by remote resources, frees up the person at front desk to focus on patient experience

FIVE MINUTES

Data Entry - Costs

1. Hourly: $8 per hour
2. Monthly: $1200 per month (5 days a week, 8 hours a day)

The idea is to use the resource when you need by starting small.

FIVE MINUTES

Internet - Ideas and Costs

1. Primary: NBN Broadband (Highly Recommended)
   a. Costs: $100 to $120 monthly
2. 4G Failover with data backup
   a. Costs: $25 monthly

NBN broadband helps reduce many associated costs such as telephone connections

FIVE MINUTES

Telephone Infrastructure

1. Perform Remote Site Audit - Gives facts such as
   a. Technology used
   b. Costs Associated
2. Upgrade Telephone Infrastructure to leverage internet broadband
3. Reuse existing hardware wherever possible

The goal of this is to identify and reduce the recurring cost involved.

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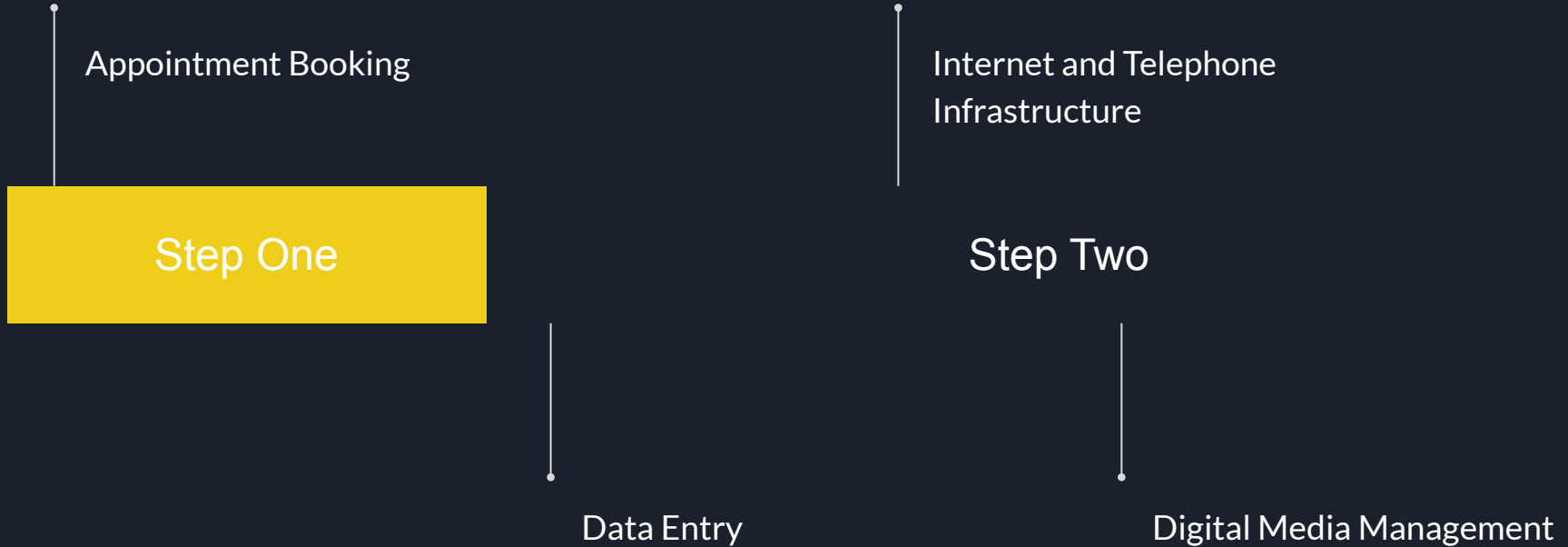
FIVE MINUTES

Digital Media Management - Ideas

1. Build and manage your home on the web
2. Optimise for SEO
3. Social Media Management
4. Digital Marketing and Advertising
5. Analyse and improve

Cost per booking is a key parameter to be considered.

FIVE MINUTES

Start Small - Build Trust - Grow

Appointment Booking

Internet and Telephone Infrastructure

Step One

Step Two

Data Entry

Digital Media Management

FIVE MINUTES

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Thank You

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