



CASE STUDY

Outsourcing Patient Contact Center Services to Elevate Experience

Knack helped a world-class dermatology and surgical group improve patient support, drive efficiency, and reduce cost to serve.

Patient-facing support needed scale without losing care quality.

The medical group needed an offshore partner for scheduling, billing, payment calls, and technical support across a large clinic footprint.

230+

Clinics across 26 states

62%

Workforce expense reduction

>82%

Quality through implementation

Overview

A world-class dermatology and surgical group, home to respected dermatologists, surgeons, practitioners, and aestheticians, operates 230+ clinics across 26 states. The group partnered with Knack in 2024.

Why It Mattered

Knack quickly proved its value as the group's offshore contact center partner for patient scheduling, billing, payment calls, and technical support.

Strong performance and smooth integration allowed the relationship to expand across additional patient-facing services.



Scaling support without losing the human touch.

Engagement Focus



Scheduling

Patient scheduling support aligned to clinic preferences and provider workflows.



Billing Calls

Patient billing and payment calls managed with clarity, accuracy, and care.



Technical Support

Support teams helped resolve access and service issues across patient touchpoints.



Operations

Reporting, workforce management, and QA created oversight for consistent performance.

Challenge

In 2024, the medical group launched an initiative to offshore key contact center functions while improving patient satisfaction and lowering cost through a trusted partner in the Philippines.

Success depended on six operating outcomes:

- Customer-centric goals
- High client knowledge transfer
- Integration into workflows
- Aligned staffing and training
- Managed patient risks
- Timely tool access

Solution

Knack implemented a comprehensive solution built on three pillars: resource identification, integrated training, and collaboration with client leadership.

Experienced CSRs and account managers handled day-to-day client communication, service quality, operational support, workforce management, analytics, and quality assurance.

Lower cost. Faster handling. Quality through production.

Performance gains that improved the patient support model.

Knack's partnership enabled the client to optimize patient contact center operations while maintaining service quality across implementation and production.

The result was a scalable support model with lower workforce-related expenses, improved handling performance, and measurable quality throughput.

Patient support scaled. Costs reduced. Quality protected.

Knack combined recruiting rigor, training discipline, and operational oversight to integrate offshore teams into client systems and workflows, earning praise for commitment and attention to detail.



62% Expense Reduction

Reduction in workforce-related expenses.



2% Handling Reduction

Reduction in handle time and speed to answer.



>82% Quality

Quality throughput across implementation and production.



Client Praise

Recognized for commitment, attention to detail, and consistent care.