

Business Consulting is very much a generalized term for any real world people to classify as per industry. I would say that there cannot be a better definition on the same better than defining it with the nature of the industry or vertical or business that we are associated with at that point of time.

Any business when we say that needs a business consultant means that it needs the expertise of the consultant in order to understand the ground realities, risk factors and profitability areas.

The US Healthcare vertical as seen in India or from US with respect to Outsourcing is very much a challenging aspect in itself.

As a professional who is currently spending my tenth year in the field of Healthcare BPO and IT, I would like to share some thoughts and experiences out of what I have learnt over the years.

Below is the listing and things that would make someone understand the US Health Care Industry.

1. Nature of the Industry.
2. Standardization.
3. Challenges.
4. Outsourcing.
5. Expectations.
6. Solutions.

**1. Nature of Industry:** The industry when seen from both ends gives a impression of being a complex and vast one which is true. There are lot of regulations that needs to be followed by a Healthcare company in the United States. Of these, most of them are governed by the Federal Government, while some are from their respective states. This basically endures players in the market to be sure of what service they are providing and importantly at what cost. So, obviously there a are lot of regulations in place. It cannot be called unnecessary, as the industry which is applicable to the entire population of the country is too sensitive and needs to be monitored time and again. So, the regulations are very much required.

**2. Standardization:** The standardization part is a very crucial one. All claim forms and billing codes for medical services, hospital services, etc are standard. This ensures that a claim billed from the state of Florida which is one end of the country by a Patient (Member) or Doctor (Provider) or Hospital (Facility) for a service say Office Visit will be billed with the same code if billed by (Member) or Doctor (Provider) or Hospital (Facility) from California which is the other end of the country. Standardization ensures there is no room for repetitions, or differences whatsoever.

**3. Challenges:** All information belonging to Members, Providers and Facilities need to remain as the most confidential ones for various reasons.

- (a) **Social Reasons:** One of the most important and sensitive reason is that no one would like to reveal their Health Conditions with anyone else. In the American society, there are limitations to the extent that an individual would like his or her health details to

remain one self and not even to be shared with their spouses. No one would like to share their residential address or contact number with anyone unnecessarily, owing to maintain privacy. All these are in contrast to the Indian society. But the company which is seeking outsourcing needs to understand and respect these facts and tune their minds in the same manner as per the requirement. The same, more importantly has to be put in practice right down to the last employee of the organization.

- (b) **Technical Reasons:** There are a lot of differences in the technicalities involved. While it is common for some of the people to share their passwords, they should realize that their American counterparts respect and safeguard their passwords to the best level and not even share it with their personal people. So the organization that has been contracted the outsourced work needs to ensure that all their employees understand, respect and follow these facts. Also, passwords need to be changed periodically as per the system requirements. This is keeping in mind that there may be systems that do not prompt for a password change. All drives of the computers used in the process need to be disabled to make sure that there is no incoming or outgoing of any data.
  - (c) **Data Protection:** There needs to be storage measures in place keeping in mind the frequency and cycle of storage.
  - (d) **Business Contingency Process:** The key part which is often ignored due to incurrance of additional cost is always as something that is not important, which is very untrue. It is very essential to have this in place to ensure that there is no stopping of the business even if it means it is a temporary one.
  - (e) **Competition within Indian market:** There is a lot of competition within the Indian market, considering the number of players. So, the point of convincing cannot be have a single USP.
4. **Outsourcing:** The entire purpose and need of outsourcing comes to the picture for the most important and may be the only one factor – **COST**. While the very purpose of outsourcing is cost, no one would like to run a profitable business at the risk of exposing their client's privacy, quality of work, speed of work and turnaround time. So, when it comes to off shoring any business, there are so many organizations in the Indian market that would like to bid for the same. How would a US Healthcare company zero in on any company in India, since every company bidding will present themselves as pioneers in the market and would vouch for their credibility and stature.
5. **Expectations:** There are additional expectations for the simple fact that the very basic way of running an outsourced US Healthcare business in itself will require to maintain :
- (a) Data Safety and Privacy.
  - (b) Quality of Work.
  - (c) Turnaround Time
  - (d) Cost

Now, coming to the nucleus of this article, there is a simple question anybody can think. When a company has promised so much while bidding for a contract, are all of the requirements and (Member) or Doctor (Provider) or Hospital (Facility) for a service say Office Visit will be billed with the commitments fulfilled. The answer is on the most of the occasions – NO. Then the Big question has the purpose of outsourcing solved? So, how do we ensure that there all requirements are fulfilled.

- 6. Solutions:** If there are issues in the overall running of process, it could be due to not having clarity on issues that have a reason that is not understood and considered by many as an issue. The best way to do it is to have a clarity on how to transfer all documentations from information gathering to Transition documents into the process as a reality. This will ensure that all commitments made from the beginning are carried out in actual and not give place for any issues that generally one gets to see in a offshore process. So, when trying to transform things, one needs to make sure that there is nothing that is told which cannot be possible.

**Role of a Business or Management Consultant in a US Healthcare Off Shoring process is a very vital factor for any successful delivery team. A Business consultant should be technically sound on domain knowledge and at the same time be very technically sound. Anybody would expect the following expertise from a Business or Management consultant.**

1. Domain knowledge and experience.
2. Cost containment and pricing.
3. Documentation varying from information gathering, green papers, white papers, RFI, RFP.
4. Transition, Migration, Knowledge Transfer.
5. Hardware Requirements.
6. Setting up delivery center.
7. SLA Creations.
8. Manpower forecasting and management.
9. BCP and DRC
10. All End to End requirements.

Note: The purpose of this document creation is for awareness in choosing a Business/Management Consultant and not for self marketing.

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US Healthcare BPO and IT