

““ They made a very difficult process so easy for me. All of the people that work on the team are awesome. Thanks! ””

CASE STUDY

Credentialing Managed Service



PHARMACEUTICAL COMPANY
RETURNS FOCUS TO SALES



CASE STUDY: Credentialing Managed Service



Overview

Time is money — and a representative turned away from a sales call for not meeting hospital requirements represents lost revenue. A survey conducted among GHX vendor customers indicated that the average representative spends more than two hours per month managing credentials across hospitals and credentialing agencies.

Representatives naturally look to their employers to help with this challenge, but a dedicated resource is often not readily available. This leaves healthcare suppliers striving toward revenue goals with the choice to either hire and train in-house staff to manage representatives' credentialing or outsource to known experts.

Situation

For a top ten pharmaceutical company serving healthcare systems across the U.S., ensuring that its 2,000+ representatives understood and adhered to requirements set by each hospital quickly became a corporate issue. A dedicated resource to facilitate the credentialing process was not readily available. This created a burden on existing staff and required a significant investment of time from sales representatives to complete credentialing requirements.

Solution

The company engaged with the service to fully centralize and manage its credentialing program and help its representatives become sales-ready.

The Credentialing Managed Service provides:

- Customized project plan to establish processes and procedures to meet your credentialing needs
- Daily assistance with credentialing across all hospitals and credentialing agencies
- Activities and communication to drive compliance and reduce access denial
- Support for seamless interactions between reps, hospitals and credentialing agencies

“Great to have a central, well-trained group to call to clear up issues with all the credentialing needs we now have to face.”

Results

After engaging the service, the majority of their representatives reported spending less than 30 minutes per month managing hospital requirements.

75% REDUCTION IN TIME SPENT MANAGING CREDENTIALS



- **88%** of their representatives agreed that the new program helped them prevent denied badges and missed appointments
- **89%** agreed it enabled them to spend more time selling and providing service to their customers
- **95%** of their representatives responded positively that the new program helped to clear up confusion over varying requirements

“One of the best programs we have to help reps!”



**To learn more about Credentialing Managed Service
and the complete suite of GHX credential management tools,
email contactus@GHX.com or go to GHX.com.**



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