



Creating a Positive Spiral in Your Business

A Case For Outsourcing

Foreword by Tim Mobley

When I first encountered the concept of the positive spiral, I immediately recognized its potential for dental and medical practices.

In my years working alongside practice owners across the country, I have seen the same story repeat itself: talented, dedicated staff stretched too thin, administrative tasks crowding out patient care, and revenue slipping quietly through the cracks. **The insight we share in this paper is deceptively simple.**

The path to a healthier practice: financially, operationally, and culturally: often begins not with a sweeping overhaul, but with a single, smart decision. In our experience, that decision is outsourcing eligibility verification.

What started as a cost-saving measure for our clients consistently snowballed into something far greater: improved collections, happier staff, stronger patient relationships, and sustainable practice growth. **The flywheel, once set in motion, keeps spinning.**

I invite you to read this paper with an open mind. Whether you are a solo practitioner or managing a multi-location group, the principles here apply. Small changes, made in the right place, can transform the trajectory of your business.

Tim Mobley

Chapter 1: The Positive Spiral: A Proven Framework

Today, many business people are familiar with the concept of creating a positive spiral, or a flywheel. The theory: included in two landmark books, *Competing for the Future* by C. K. Prahalad and Gary Hamel and *Good to Great* by James C. Collins: has gained tremendous popularity over the last two decades.

The essential idea is that certain changes start a chain of positive, self-reinforcing reactions. Each improvement builds on the last, creating momentum that is difficult to stop once it begins. So, the question becomes: **How do I build this flywheel or create this positive spiral?**

In the world of dentistry, it starts with the front desk: and more specifically, it starts with eligibility verification. This may seem like an unlikely place to begin a business transformation; however, it is a great example of how a small snowball can become something much larger as it builds momentum.

Chapter 2: Why Eligibility Verification?

The Hidden Cost of an Overlooked Task

First, eligibility verification really is not much fun: and it often falls through the cracks. While everyone knows that eligibility must be checked for every office visit, **are you sure it is really happening? And even if it is, what is the opportunity cost?**

If your front desk staff is on hold waiting for an answer to an eligibility question or for a preauthorization, they are not answering incoming calls from new patients: and they are not providing great service to the patients currently in your office.

With increased social distancing and other safety protocols associated with the coronavirus outbreak, this problem has only been exacerbated as front desk staff struggles to keep up.



The Ripple Effect of Missed Verification

Moving to 100% eligibility verification reduces the number of services provided for patients with no insurance. We like to say that it is the patient's insurance, not the practice's insurance: and if there is no insurance coverage, the patient is still responsible.

In reality, office staff is asked to call a patient and explain there is no insurance coverage. This makes for a terrible experience for both the staff member and the patient. Furthermore, **the patient is unlikely to return to the practice, and the practice is unlikely to collect from the patient. If this scenario is repeated at scale, it can very quickly have a material negative financial impact on the practice.**

It is all too easy for eligibility verification to drop as a priority for the overworked, multitasking front desk staff. **The consequences, however, are anything but minor.**

Chapter 3: Outsourcing Eligibility Verification in Practice

Results That Exceed Expectations

In our experience outsourcing medical billing, and in particular, the implementation of outsourced eligibility verification, almost always exceeds client expectations. **Let's look at what happens.**

The first impact is that by using a more efficient staff and processes, the practice lowers its costs. This is the somewhat obvious, often marketed and expected outcome. However, what proves even more valuable is achieving 100% eligibility verification: **a benchmark that is rarely hit when the task is left entirely to in-house staff.**

A Chain Reaction of Positive Outcomes

Practices reduce their labor costs through outsourcing and then increase their collections by reducing services provided to patients without insurance.

This improves staff retention because they have a more positive working experience: they no longer have to call patients to inform them that services are not covered. The staff also no longer has to spend time on eligibility verification tasks, which they frequently dislike.



Overall patient experience and patient retention improve because the practice **is no longer losing patients who found a convenient way to avoid unexpected payments.**

This is already a compelling example of a positive spiral: but as time went on, we realized it goes even further.

Chapter 4: Transforming the Role of Your Front Desk

A New Profile for a New Role

By removing almost everything associated with billing and collections from front office staff, outsourcing fundamentally changes the nature of the job and the profile of an ideal candidate.

Practices no longer have to do the near-impossible: finding employees capable of providing great customer service, supporting dentistry sales, and at the same time possessing the accountant-like attributes necessary to excel at dental billing and collections.

Now, practices simply need to find someone with great customer service skills. By saving money on dental billing tasks, practices are also able to pay more to front desk staff and the entire office in general: which helps further with employee retention.



Ready to Start Your Positive Spiral?

At Connex, we have helped practices across the country unlock the power of outsourcing: starting with eligibility verification and expanding into full medical billing, collections, and back-office support.

Our dedicated offshore teams integrate seamlessly with your existing workflows, giving you the efficiency of a larger organization without the overhead.

The result? Lower costs, higher collections, happier staff, and more time to focus on what matters most: your patients.

Take the first step today.



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