

CASE STUDY

Digitizing Diagnostics Support: How a MedTech Innovator Optimized Fax Intake and Order Management



About The Client

Our client is a next-generation medical technology company specializing in wearable diagnostics, remote monitoring, and digital biomarker detection. With a strong presence in neurology, sleep medicine, and cardiology, they provide innovative platforms combining smart sensors, AI-powered analytics, and patient-facing mobile applications. As demand grew across both provider and pharmaceutical markets, so did the operational need to streamline documentation workflows—particularly those rooted in legacy systems like faxed orders and referral intakes.

Challenges

Despite their digital-first product design, the client's operational workflows were grounded in highly manual, paper-based processes. Physician offices submitted test referrals and support documentation primarily via fax. Internal teams were overwhelmed with reviewing, verifying, and following up on thousands of incoming documents each month.

Key challenges included:

- High volume of manual faxes and non-standardized documents
- Time-consuming order validation and documentation follow-up
- Delays in initiating Home Sleep Testing due to missing information
- Administrative backlogs impacting provider and patient satisfaction

The client needed a backend support engine that could handle high-volume, accuracy-sensitive document processing—without compromising turnaround time or compliance.

Action Plan Deployed

Fusion CX deployed a dedicated healthcare documentation team based in Cebu, Philippines, with 16 billable agents managing end-to-end intake and referral validation processes.

Scope of services included:

1 Fax Intake & Sorting: Categorizing incoming orders and identifying whether they contained complete or incomplete information.

2 Non-Order Management: Requesting additional documentation (e.g., prescriptions, insurance details, physician notes) via outbound faxes or calls to provider offices.

3 Workflow Routing: Escalating urgent or high-priority cases for immediate follow-up.

4 Accuracy Audits: Performing QA checks on extracted data to ensure medical and billing compliance.

Outcomes

- Significantly reduced turnaround time for validating and initiating Home Sleep Test referrals
- Improved order completeness at intake, reducing follow-up touchpoints
- Created a repeatable, auditable workflow supporting HIPAA compliance
- Freed up internal clinical resources to focus on patient care and tech innovation
- Delivered seamless support across neurology, sleep, and cardiology lines of business



KEY TAKEAWAYS

- Right support can turn legacy into legendary: Even fax-based workflows can be optimized through structured processes and trained back-office teams.
- Accuracy is the new speed. Timely order processing depends not just on volume handling, but on the quality and completeness of intake.
- Support is scalable. With the right partner, even high-volume, compliance-sensitive processes like fax intake can be standardized across departments.
- Back-office excellence enables front-end innovation. Clinical teams thrive when administrative burdens are reduced and workflows are consistent.
- Nearshore and offshore teams can drive medtech value. A trained offshore team with healthcare process expertise can align with strict compliance and productivity expectations.