



Seamless Service |  
Outstanding CX |

# STRATEGIC HEALTHCARE SERVICE TRANSFORMATION

---

Industry: Healthcare & Pharmaceutical Services

# SERVICES OUTSOURCED: PRESCRIPTION DELIVERY BOOKINGS & NURSE VISIT APPOINTMENTS

In the highly regulated healthcare environment, operational efficiency and patient experience are no longer optional, they are competitive differentiators.

A national healthcare provider partnered with BDM CX to manage its prescription delivery bookings and nurse visit appointment scheduling. Starting in January 2024 with a small team of agents, the partnership has steadily expanded into a fully established and permanent operation by January 2026.

## THE RESULTS WERE TRANSFORMATIONAL:



Patient intake  
doubled



Operational capacity expanded  
significantly



Service levels improved  
dramatically



Profitability increased as patient  
volumes grew



Internal cost pressures were  
reduced

This case demonstrates how strategic outsourcing can unlock sustainable growth for healthcare providers. The client's in-house contact centre struggled to keep pace with rising demand. **Increasing patient volumes created:**

01

Long call waiting times

02

Delays in prescription delivery bookings

03

Rising payroll costs due to corporate salary  
structures and benefits

04

Overall medical processing delay

As demand surged, it became clear that scaling internally would be expensive, slow and operationally complex.

## THE ORGANISATION REQUIRED A PARTNER THAT UNDERSTOOD:



Healthcare compliance



Patient sensitivity



Prescription handling processes



Appointment scheduling accuracy



Data privacy regulations

## CHALLENGES FACED BY THE CLIENT

### REGULATORY COMPLIANCE

Operating in a strictly regulated healthcare environment required:

- ✓ Secure data handling
- ✓ Adherence to privacy laws
- ✓ Prescription fulfilment accuracy
- ✓ Audit-ready documentation

Any service failure carried reputational and legal risks.

### RAPIDLY GROWING PATIENT DEMAND

The client's patient base was expanding faster than its internal infrastructure could support. Call volumes increased significantly for:

- ✓ Prescription refills
- ✓ Delivery confirmations
- ✓ Nurse home visit bookings
- ✓ Medication queries

### COST STRUCTURE CONSTRAINTS

Corporate pay grades, benefits and fixed staffing models made internal scaling financially restrictive.

### COMPETITIVE PRESSURE

To remain competitive, the client needed to:

- ✓ Improve response times
- ✓ Deliver consistent patient experiences
- ✓ Expand capacity without compromising compliance

# THE BDM CX SOLUTION

BDM CX implemented a scalable, healthcare-specific contact centre model built around flexibility, compliance, and performance excellence.

## RAPID TEAM GROWTH & WORKFORCE STABILITY

01

January 2024: 5 temporary agents

02

January 2026: 20 permanent staff

The team was carefully recruited, medically trained and permanently embedded into the client's operations, ensuring consistency and institutional knowledge. This stable workforce built long-term trust with patients and internal stakeholders.

## FLEXIBLE & SCALABLE OPERATIONS

BDM CX implemented:

01

Dynamic workforce management

02

Demand-based staffing models

03

Real-time performance monitoring

04

Overflow handling capability

This allowed the client to scale patient intake confidently, knowing service levels would remain intact.

## REGULATORY EXPERTISE & QUALITY ASSURANCE

BDM CX introduced:

01

Structured compliance training programs

02

Healthcare-specific SOPs

03

Secure data handling protocols

04

Ongoing quality monitoring

05

Audit-ready reporting systems

Agents were trained in:

- ✓ Prescription booking accuracy
- ✓ Patient confidentiality
- ✓ Appointment verification processes
- ✓ Healthcare communication standards

Compliance was never compromised, even as volumes increased.

## PROCESS OPTIMISATION

BDM CX worked closely with the client to:

- 01** Streamline prescription booking workflows
- 02** Reduce manual handling steps
- 03** Improve scheduling accuracy
- 04** Standardise call handling procedures
- 05** Implement structured escalation processes

This reduced inefficiencies and allowed the client to operate at a higher capacity without increasing internal headcount.

# MEASURABLE RESULTS



### PATIENT INTAKE DOUBLED

Since partnering with BDM CX:

- ✓ The client has doubled its patient intake
- ✓ The organisation can now confidently onboard more patients without service delays

This growth translated directly into increased revenue and market share.



### SIGNIFICANT PROFIT GROWTH

Because BDM CX absorbed operational pressure:

- ✓ The client expanded services
- ✓ Increased prescription volumes
- ✓ Took on more nurse visit bookings
- ✓ Reduced internal staffing cost burdens

Outsourcing became a growth enabler, not just a cost solution.



## IMPROVED PATIENT EXPERIENCE

Patients experienced:

- ✓ Shorter wait times
- ✓ Faster booking confirmations
- ✓ More accurate appointment scheduling
- ✓ Reliable prescription delivery coordination

Trust and loyalty increased significantly.



## OPERATIONAL STABILITY & TRUST

Over two years, BDM CX built strong operational credibility:

- ✓ Reliable SLAs
- ✓ Transparent reporting
- ✓ Performance consistency
- ✓ Strategic collaboration

The partnership evolved from vendor support to strategic growth partner.

# STRATEGIC TAKEAWAY FOR HEALTHCARE PROVIDERS

Healthcare organisations often hesitate to outsource due to compliance and quality concerns. This case proves that when managed correctly, outsourcing:

01

Increases capacity without internal cost strain

02

Improves patient experience

03

Maintains regulatory compliance

04

Enables faster growth

05

Strengthens competitive positioning

BDM CX does not simply answer calls, it builds healthcare support ecosystems that allow providers to scale confidently.

From 5 temporary agents in 2024 to 20 permanent healthcare specialists in 2026, BDM CX enabled this healthcare provider to double its patient intake and significantly increase profitability, all while maintaining regulatory excellence.

In today's healthcare environment, service delivery is directly tied to growth. For organisations seeking to expand patient volumes, improve operational efficiency and strengthen compliance standards, partnering with BDM CX offers a proven, scalable solution.

**BDM CX was appointed to deliver a specialised healthcare support solution.**



Seamless Service,  
Outstanding CX

## PHONE

---

0330 159 2626

## EMAIL

---

[info@bdmcx.com](mailto:info@bdmcx.com)

## ADDRESS

---

**UK** | Greenacre Court, Station Road,  
Burgess Hill, West Sussex, RH15 9DS

**SA** | 2nd Floor, Wembley Square 1,  
Solon Street, Gardens, 8001, Cape Town