

# Expanding Clinical Capacity Through a Dedicated Radiology Support Team

## Challenge Presented

A leading U.S. healthcare company specializing in radiology IT and medical imaging consulting, supporting more than 100 clients across 30 states, experienced persistent performance gaps with a traditional healthcare BPO provider and needed a dedicated partner to absorb the administrative workload surrounding radiologist operations, including reading room phone coverage, physician communication, ACR registry data entry, image coordination, and downtime support, to allow their radiologists to practice at the highest end of their license.

## Client Background

Our client came to Intelassist not through a traditional sales process, but through a convergence of independent referrals. Three separate radiology and imaging practices, each already working with Intelassist, were acquired by this client. All three had experienced performance from their Intelassist teams that exceeded their U.S. counterparts. Upon acquisition, all three referred Intelassist to the new parent organization. That origin reflects the nature of the relationship that followed: a long-term strategic partnership built on demonstrated performance. Today, Intelassist supports 50 dedicated team members across all four companies, with 33 embedded within the parent organization alone, a team that grew from an initial placement of five.

The client operates with a second staffing provider in the Philippines, a healthcare-specific BPO provider. Intelassist operates as the dedicated team provider, a distinction the client’s leadership attributes directly to the difference in model: dedicated staffing versus rotating call center staff.

## Our Approach

The engagement required staffing for a role that sits at an unusual intersection: technically non-clinical, but deeply embedded in clinical workflows. Professional Radiology Assistants handle the administrative layer surrounding radiologist operations, including phone coverage, physician communication, registry data entry, and image

|                                   |
|-----------------------------------|
| Professional Radiology Assistants |
| Solution                          |
| Radiology & Imaging Centers       |
| Industry                          |
| 5,000-10,000 employees            |
| Company size                      |
| 50 employees                      |
| Employees provided                |

coordination, and errors in that layer have downstream consequences for patient care. Intelassist’s approach reflected that sensitivity from the start.

### I. Selective Hiring Against a Defined Candidate Profile

Role requirements were established before recruitment began. All candidates were required to hold degrees in relevant healthcare or coordination fields and to bring a minimum of five years of directly applicable experience. The average time-to-fill was approximately four weeks, a timeline shaped in part by the Philippine labor practice of a 30-day notice period, which Intelassist factored into deployment planning. Candidates meeting the profile were sourced and screened by Intelassist then passed onto the client for final interviews; orientation and general onboarding were completed by Intelassist before the client assumed responsibility for role-specific training beginning on the second day of each new hire’s engagement.

### II. Integration into Client’s Existing Clinical Environment

Intelassist’s approach is shaped by what each client already has in place. In this engagement, the client’s radiologists and U.S.-based PRAs operated within established workflows, systems, and shift structures. The Intelassist team was integrated directly into that environment rather than operating as a parallel function. PRAs work staggered shifts with overlapping schedules alongside their U.S. counterparts, operating within the

same systems and completing the same scope of work, including coverage during holidays and night shifts when domestic staffing is insufficient.

### III. Performance-Driven Team Growth

The team grew in direct response to performance rather than on a predetermined schedule. The first cohort was placed and evaluated; a second cohort was added approximately four months later. A third addition followed within one month of the second. An initial placement of five PRAs within the parent organization has since grown to 33, with an additional 17 supporting the three acquired subsidiaries, each assigned exclusively to their respective client, accumulating the institutional depth that consistent clinical support requires.

#### Challenges & Solutions

##### **Challenge: Radiologists Operating Below the Top of Their License**

Administrative tasks (e.g., phone coverage, physician communication, image coordination, registry data entry) were consuming time that licensed radiologists could otherwise dedicate to diagnostic work. The volume and variability of these tasks made them difficult to systematize internally, and the cost of having credentialed clinicians perform them was significant both financially and in terms of clinical throughput.

##### **Solution: A Dedicated PRA Team Built for Non-Clinical Scope**

Intelassist recruited and deployed a team of Professional Radiology Assistants with the specific experience profile required to absorb the full scope of non-clinical administrative work. By taking on reading room phone coverage, physician communication, ACR registry data entry, image coordination, and radiologist support during downtime periods, the Intelassist team returned substantive clinical time to the client's radiologists. The PRAs handle the administrative layer; the radiologists handle diagnosis.

##### **Challenge: Inadequate Coverage During Nights, Holidays, and Leave Periods**

The client's U.S.-based PRAs provided strong coverage during standard operating hours, but holiday periods, night shifts, and leave absences created predictable gaps. During these windows, radiologists absorbed the administrative burden directly or coverage deteriorated, slowing response times for time-sensitive imaging results.

##### **Solution: Staggered Shifts with Structured Overlap**

The Intelassist team operates on staggered schedules designed to maintain overlap with U.S. counterparts throughout the working day while extending coverage into periods of domestic staffing vulnerability. Philippine PRAs

cover for U.S. team members during leave periods, functioning interchangeably within the same workflows and systems. The result is a coverage model that does not degrade during the windows when degradation previously occurred.

##### **Challenge: Prior Offshore Staffing Model Delivering Below-Benchmark Performance**

The client had existing experience with offshore staffing through a traditional call center provider. That engagement produced performance that consistently fell below expectations, a pattern that had persisted without resolution and had shaped the client's expectations for what offshore staffing could deliver.

##### **Solution: Dedicated Staffing, Not Rotating Call Center Coverage**

The structural difference between the two providers is the source of the performance gap. Healthcare BPO models rotate staff across accounts; Intelassist assigns a dedicated team to a single client. The Intelassist PRAs develop deep familiarity with the client's systems, physicians, workflows, and standards, accumulating the institutional knowledge that consistent, accurate administrative support requires.

#### Partnership Outcomes

The Intelassist PRA team has maintained a 97-percent service-level agreement on inbound and outbound call handling, measured month over month since the engagement's inception. The performance of the initial cohort exceeded that of the client's U.S.-based counterparts—a result that directly drove the decision to expand the team. Each subsequent cohort was added in response to demonstrated output, not to a predetermined growth plan.

Improvement in shift coverage and rotation has reduced response times for patients during the periods (i.e., holidays, nights, leave windows) when coverage gaps previously went unaddressed. The Intelassist team's continuity within the client's clinical environment has made it a structural component of the client's operations rather than a supplementary resource.