

The Basics

Company: Behavior Education Services Team (BEST)

Industry: Healthcare

Start & End Date: April 2018 to Present

Service Provided: Back Office

The Client

BEST is a provider of Autism Spectrum Disorder (ABA) services and family support in the US

Behavior Education Services Team (BEST) is a licensed and trusted service provider in the behavior intervention and behavior management. Since 1999, BEST has successfully helped children with autism and related disorders through consulting, supporting and involving parents in the treatment process.

The Challenge

- Improve operations and drive down long-term operational costs
- Get top priority Health Insurances and Regional Centers as tie ups
- Cover more states in the US and to help more children with autism and related disorders
- A need to hire more therapists

The Results

Strong Commitment, Strong Results

- increased number of therapists
- increased number of children under BEST
- widen coverage in the US
- decreased operational costs, quality service

Client's Story

Behavior Education Services Team (BEST) is a family services company providing child care support services. They help children diagnosed with autism and their parents by making sure that the child gets quality ABA services and effective individualized treatment plans. BEST's founders fulfill their mission with utmost dedication to teach all children the functional skills necessary to enable them to live full, productive and satisfying lives as independent and productive members of their communities. The reason why they established the company is something that is really close to their hearts.

The main office of BEST is in North Ridge, California. They also have offices in Ukraine and Moldova that solely do back office tasks for billing, scheduling of therapists and meetings, recruitment, operations, IT and contracts of the company.

BEST decided to outsource their back office jobs to lower operational costs while maintaining the quality and price of their services; and the best choice is to find a BPO company in the Philippines that will handle their back office tasks. They've once hired a BPO company in other country for back office services but didn't went well. The BPO industry in the Philippines has a workforce that is educated with excellent spoken English language skills. It is important for BEST to partner with the right team that will help the company achieve their goals. The back office job they want to outsource requires



technical and particular skill sets to be able to perform the tasks correctly.

Andrei Kulbaba, the Business Development Manager of BEST sent an inquiry to Tensei Philippines Inc. (TPI) through email regarding their back office services. They used Google Search and found the website of TPI through the Google Adwords engine. And from there, a skype meeting has been setup between Mandy Osias, the General Director of Tensei, Andrei Kulbaba and Ed Alterson, the CEO of BEST.

Tensei's Approach

One of the BPO services that Tensei offers is the Back Office Services Program. It is suited for companies who wants to employ staff in other countries without the need for an in-country setup. Through this, businesses will be able to expand its operations without additional capital overheads and the high risk it entails.

BEST is committed to ensure the strong accuracy, confidentiality and security of its client's personal information. They are required by US law to save the privacy of protected health information, provide individuals with notice of its legal duties and privacy with respect to child's health information. That is why the Tensei agents have undergone training and passed the HIPAA certification exam. HIPAA stands for Health Insurance Portability and Accountability Act and is U.S. federal law enacted in 1996 for an incremental healthcare reform. The Tensei agents are required to pass the exam of the HIPAA certification since any organization who works in or with the healthcare industry and can access confidential health information needs to comply with HIPAA.

The Tensei agents also had a training with the Moldova Team to hone their accounting and auditing skills. They have been trained to address sensitive

issues. Through this, the agents were able to handle concerns and situations in a logical way.

The Tensei agents were divided into 5 team to perform the back office tasks for BEST:

- **Billing Team** – payroll processing, health insurance and regional center billing, balancing of report through Quickbooks and NPA

The **Billing Team** needs to make sure that BEST staffs are paid on time to avoid legal issues. To do this, they need to submit the payroll earlier than cut-off time every two weeks. Also, they need to follow systematic plan to make sure the payroll is 100% accurate. To make sure that BEST can collect for the services done, the team needs to process the Health Insurance and Regional Center Billing every two weeks right after the payroll week. They need to work collaboratively as a team to make sure time frames are monitored to be able to send invoices on time. The team needs to make sure that the reports are up to date so BEST is aware about their financial status.

- **Scheduling Team** – schedule hours for therapist and supervisors, plan meetings, communicate to parents of the child

The **Scheduling Team** plans schedules for the sessions of the child's case with supervisors, therapists and parents. They find a therapist that is suitable to take the case while keeping in mind the factors to consider. Once a therapist has been assigned to a case, the team needs to arrange a meeting with the parents, supervisor and therapist. The team follow up with OPS for any updates on the authorization to make sure that it is up to date and to continue providing services and be able to bill for the service rendered. If there are any changes on the child's case, the team needs to update all of the teams concerned to avoid miscommunication. The team aims to handle cases with a personal touch so the families would feel that they are well taken care of and also for BEST to have client referrals. The therapy session is minimum to one hour and is 2-4



times a week depending on the total number of hours of the therapy session set on the child's case. It is conducted anywhere – where the child is living, to school and even in playground.

- **Human Resource Team** – recruitment process and employees compensation and benefits

The **Human Resource Team** makes sure that the HR needs are well taken care of and be able to respond to HR concerns in a timely manner by checking the email and other communication tools regularly. The Team calls out applicants qualified, sends Welcome letters to those who passed, creates NPA accounts for new hires and provides training process for new therapists. They need to make sure that there is a proper communication to people who passed and to those who didn't. They track RBT process to be able to notify other departments if there are updates about the rates. They forward documents necessary to other departments work. They make sure resignation and clearance process are properly followed to ensure that no steps are missed out.

- **Operations Team** – communicates with parents, health insurance coordinator and scheduling team

The **Operations Team** makes sure to onboard new cases in the system and all necessary documents will be provided to the parents and insurance companies. The team does constant communication to the parents, California office, health insurance companies in order to get all necessary documents needed to get an authorization for the case to the start the service. The team also monitors cases to make sure all documents needed are complete and the authorizations of the existing are up to date. The team reminds supervisors about the reports pending that needs to be submitted to health insurances to make sure a child is eligible to get service from BEST. They also coordinate with scheduling about authorized hours and type of sessions approved to make sure all authorizations are up to date so there would be no session disruption and no invoicing issue.

- **IT Team** – software applications and system maintenance

The **IT Team** serves as the first point of contact by all the team when seeking technical assistance. The team makes sure that technical issues are addressed urgently by checking the IT ticketing tool to see if there are issues. The staff performs remote troubleshooting through diagnostic techniques to improve the system. The team determines the best solution based on the issue encountered and details provided by the agents, provides accurate information on IT products or services when needed, records events and problems and their resolution in reports. They also work in updating and maintaining the website of BEST.

- **Contract Team** – works on tie up expansions for company growth

The **Contract Team** works in getting contracts with private insurance companies and government regional offices. By getting more contracts, it contributes to the growth of the company. The team constantly searches for insurance companies in different states and sends that list to Rita to identify which companies need to prioritize. The team aims to get leading insurance companies so that BEST will be able to provide services to other states and to increase its coverage and profit. They gather health insurance forms, fill them out accurately and have them reviewed by BEST for approval and submission. Then, they send out letter of intent to insurance companies with submitted forms and do constant call outs to follow up on the status.

Now, there are total of 57 active therapists that has therapy schedule with the kids, 12 supervisors and a clinical director under BEST. Most agents working for BEST are Filipinos but there are also members in Ukraine, Moldova and India. Having members from different parts of the world with different culture, work orientation and language barrier are the challenges that have been encountered by all the



teams. The children under BEST is the highest priority of the teams that's why they are working hard to hire more therapists, get more insurance companies as tie ups and to widen the coverage of BEST in the US in order to provide assistance more to children with autism.

This 2019, Tensei targets to grow the number of its BEST agents. Tensei's BPO center is modest in size compared to other centers in the Philippines but growth and expansion has never been an issue for the company since an intelligent and project success specific growth is a much more preferred business approach.

ABOUT TENSEI PHILIPPINES

TENSEI PHILIPPINES INC. as part of the 'Tensei Group of Companies' is an entity consisting of subject matter experts with knowledge, experience and proven track records in the business process outsourcing (BPO), back office services (BOS), knowledge process outsourcing (KPO) and contact center services (CCS) management functions capable of servicing multiple industries across various business functions. We continually strive to be an innovative market leader in providing customized Offshore Outsourcing Management Solutions. We can improve the efficiency and cost of managing and safeguarding your key documents.

