

Adapt Consulting Company Limited

Task: Support growth of Tech Business (reviewing people, process, technology and product proposal) following significant investment.

ROLE: Project Director/Consultant

ISSUES: The organisation is a Jersey-based business selling medical billing software to GPs and Private Practices in the UK. Their challenge has been to scale-up the business from 100 clients to a target of 3000 within 36 months. This required a review of people, process and technology to maintain or reduce the cost base and significantly increase the productivity and pace, sufficient to meet growth and income targets.

ACTION: Working with team leaders we identified both the key processes and their ownership, and KPIs. This led to some structural changes in reporting lines, roles and responsibilities. Through a series of workshops we standardised and streamlined key processes and improved procedures + documentation. Key areas of improvement included.. DEVELOPMENT – speed-up the development programme, rationalising the steps and brought clarity to the product road-map and priorities SALES – speed-up the sales process and improved the success rate by better use of data and scripts etc. TRAINING – reduced the training time and increased profitability by separating core from value-added services HELP/SUPPORT – rationalised the helpdesk and routed calls more effectively using better self-help, prioritisation and escalation DEPLOYMENT – improved the deployment time and improved the success rate by better use of version control and knowledge base FINANCE – improved cash flow and profitability by rationalising discounts and tightening contract terms and payment periods

OUTCOME: Ultimately it made sense not to sell from Jersey into UK but to licence the product. The product then called MediBooks [Link 1] is now called Egton Billing [Link 2] and is featured in Digital Jersey Case Studies [Link 3]

Link1 <http://www.tsgi.co/medibooks.html>

Link2 <https://www.egton.net/all-services/egton-billing>

Link3 <https://www.digital.je/case-studies/total-billing-solutions>