

CASE STUDY



A CHARTIS COMPANY



From Burden to Financial Driver

Credentialing optimization helps fuel medical group's recovery

The Client Challenge

After going through bankruptcy, a large medical group needed to regain its financial footing and promote economic sustainability. With disparate workstreams, conflicting priorities, and no unified vision, leaders knew they needed to make substantial operational changes. But they needed to figure out what would make the greatest impact.

The Solution

The medical group partnered with Greeley, a Chartis Company, to identify operational areas to optimize. Credentialing became a clear priority, especially application management and provider enrollment. Working toward cost savings and cash acceleration, the team identified the financial and operational impacts of key changes. On the staffing side, the team leveraged appropriate staffing levels, created executive-level governance, and provided a cost-benefit analysis of outsourcing. To create efficient workflows, they also aligned and integrated processes and replaced a homegrown system with an integrated software platform.

Client Impact

Armed with a roadmap, the medical group now has a clear strategy to improve financial performance, increase access, and enhance patient and provider experiences. By following industry best practices and automating workflows, medical group leaders can transform application management and enrollment processes for compliance, efficiency, and scalability.

Meaningful outcomes

Optimized credentialing processes are expected to yield financial improvements in the first year, including:

\$1–2M

revenue gains from
reducing write-offs

\$10–17M

locums expense reduction from
improving onboarding

\$1M

Medical staff services labor savings
from improving processes and
technology

Key Takeaways

Leveraging financial opportunities in credentialing requires:

INTEGRATED TEAMS

collaborating toward common goals

ACCOUNTABILITY

with data governance and best practice metrics

TECHNOLOGY

that supports standardized, efficient workflows

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Greeley is a partner to healthcare organizations nationwide, helping them optimize medical staff services for the past 30+ years. Through our three practices—Medical Staff Services Optimization, Interim Staffing, and Education Solutions—we help healthcare providers operate more effectively, efficiently, and profitably, ultimately making healthcare better for patients and staff. [Learn more.](#)

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