

CASE STUDY



A CHARTIS COMPANY



Rethinking Medical Staff Services

Health system aligns best practices to accelerate revenue capture

The Client Challenge

Healthcare leaders at a not-for-profit regional health system wanted to improve their provider onboarding process to broaden patient access and accelerate revenue. They suspected operational inefficiency was to blame for lengthy turnaround times. But without a clear financial return on investment for new workflows and technology, they knew they would be unable to challenge the status quo.

The Solution

The hospital partnered with Greeley, a Chartis Company, to benchmark its performance against leading best practices and assess the financial impact of suboptimal performance. Together, they identified specific deficiencies and created a plan to hire an executive director for medical staff affairs, reorganize teams, monitor key performance indicators, and optimize existing software to reduce manual tasks and generate actionable insights. They aimed to create a unified team working toward common goals, with the support of standardized processes and infrastructure.

Client Impact

With a well-defined pathway for success, leaders have clear steps to achieve an optimal future state. They collectively understand how improving provider enrollment and credentialing enhances efficiency and cash flow. They have the financial and operational data to support their efforts moving forward. And they're able to embrace new opportunities for financial sustainability and growth.

Meaningful outcomes

Optimized medical staff services can help the health system improve access and financial sustainability, including:

14-22
DAYS

credentialing time
reduction

31-34
DAYS

enrollment time
reduction

\$4-9M

cash acceleration

Key Takeaways

Executing the roadmap for medical staff services optimization requires:

CHANGE MANAGEMENT

to overcome fear of the unknown

ONGOING LEADERSHIP ENGAGEMENT

to ensure support and buy-in

CLEAR METRICS

to measure physician satisfaction and financial ROI

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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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