



451 Research Market Insight Report Reprint

Omega Healthcare works with ProHance to standardize operations at scale across multiple sites

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In this report, we examine how Omega Healthcare, a provider of outsourced revenue cycle management and other healthcare support services, partnered with ProHance to deploy its workforce analytics platform to standardize and optimize operations at scale in a distributed work environment.

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Introduction

Omega Healthcare is a supplier of technology-enabled, end-to-end revenue cycle management and clinical communication services for providers, payers, pharmaceutical companies and other healthcare stakeholders. The vendor focuses on helping these stakeholders achieve the “Triple Aim” — a framework developed by the Institute for Healthcare Improvement for healthcare systems performance optimization that aims to improve the patient care experience, reduce the cost of healthcare, and enhance the health of populations overall. In this report, we examine how Omega Healthcare partnered with ProHance to deploy its workforce analytics platform to standardize and optimize operations at scale in a distributed work environment.

Snapshot

Company name	Omega Healthcare
Industry	Healthcare services
Head office	Boca Raton, Fla.
Number of employees	26,000
LY Revenue	Undisclosed
LY net income	Undisclosed
Key supplier	ProHance

THE TAKE

With approximately 26,000 employees across multiple locations, Omega Healthcare is among the largest providers of outsourced offerings and revenue cycle management (RCM) business process services for the healthcare industry in the US. Its deployment of ProHance exemplifies how customers are looking to data-driven decision-making tools to address challenges such as the shift to hybrid work and the need for enhanced visibility into employee productivity and compliance.

According to 451 Research’s Voice of the Enterprise: Workforce Productivity & Collaboration, Technology Ecosystems 2022 survey, adoption of workforce productivity analytics and user monitoring tools is still nascent, with 28% of respondents deploying these tools and 27% in discovery/proof of concept. Nonetheless, survey results indicate that a majority of respondents (60%) believe it will be significantly (22%) or somewhat (38%) challenging for their organization to support a distributed workforce over the next two years.

Furthermore, those respondents working for digitally delayed organizations (i.e., without a formal digital transformation strategy) are nearly twice (32%) as likely to consider it a significant challenge compared with those working for digitally driven organizations (i.e., those that have a formal strategy and are actively digitizing business processes and technologies, 17%). These factors, together with the outcomes reported by early adopters such as Omega Healthcare, suggest a growing adoption of emerging technologies focused on enabling and supporting a distributed workforce.

Early adopter snapshot

Omega Healthcare is a purveyor of healthcare business process outsourcing and knowledge process outsourcing services. It offers medical billing services, including medical coding, charge entry, and posting of payments and adjustments; accounts receivable analysis and management; insurance and patient follow-up; old accounts receivable cleanup; insurance verification; provider enrollment; audits; and managed care assistance. It also supplies data entry services such as demographic information, charge entry, payment posting, and data validation; healthcare revenue management; claims to process; and accounts receivable management. The company serves medical billing companies, hospital accounts receivable management vendors, and various aggregators of physician and hospital revenue cycle businesses in the US.

According to S&P Capital IQ, Omega Healthcare was founded in 2003 and is based in Boca Raton, Fla., with additional operations in six cities in India, as well as Manila and Cebu in the Philippines. The vendor is privately held and is backed by private equity firms Goldman Sachs Asset Management and Everstone Group.

Key challenges

In recent years, Omega Healthcare has experienced significant growth. In addition to organic expansion, a key contributor was a series of acquisitions as part of a strategy to bolster the vendor's portfolio of AI- and data analytics-based offerings. According to 451 Research's M&A KnowledgeBase, these transactions include the purchases of himagine Solutions, a developer of medical coding and registry services, in March 2021; clinical documentation improvement and RCM services provider Reventics in March 2022; AI-/automation-based RCM and payor specialist ApexonHealth; and oncology-related real-world data, real-world evidence and technology services company Vasta Global. The latter deals were both announced in April 2022.

In addition to significant expansion, Omega Healthcare faced numerous challenges stemming from the COVID-19 outbreak and subsequent lockdown mandates that made it even more urgent to scale and standardize operations and support work-from-home (WFH) employees while at the same time helping its client base continuously optimize revenue and reduce costs.

These challenges can be summarized as follows:

- A lack of a standard, accurate mechanism for measuring employee engagement and productivity.
- The inability to track unaccounted absenteeism and work output for WFH employees.
- Difficulties in enabling data-based, strategic decisions by senior management.

Deployment summary

In mid-2020, Omega Healthcare partnered with ProHance to deploy its workforce analytics platform, looking to address productivity management challenges and enable a distributed workforce by actively tracking time, optimizing workflows and providing asset tracking and real-time insights.

In addition to standardizing applications and procedures, the healthcare provider sought to address numerous limitations stemming from organizations' use of diverse workforce analytics, business intelligence, and in-house tools. While BI tools were helpful for capturing system transactions, they did not capture time spent on activities and applications — which is critical for productivity enhancement and workflow automation. Additionally, BI tools did not offer real-time analytics — rather, they relied on batch-processed transactions to deliver a report to managers and supervisors the following day. Furthermore, managers were still doing manual tracking by utilizing a white board and checking in with employees on an hourly basis.

Outcome

Omega Healthcare deployed ProHance Analytics to 16,000 employees. It subsequently expanded its deployment to include additional platform features and functionalities and is steadily advancing the deployment to its recently acquired targets, seeking to standardize the ProHance platform to monitor day-to-day work and activities across the entire organization.

Key outcomes resulting from its deployment of ProHance as reported by the provider include the following:

- Enabled Omega to accurately measure the performance of employees who spend most of their time in front of a workstation, tracking time spent by application and providing real-time insights into work patterns and asset utilization.
- Surfacing information on work patterns enabled the vendor to draw a correlation between effort spent and output delivered to drive cost optimization. The company uses this information to benchmark work execution and reduce variability — it is also employed to identify opportunities for workflow automation.
- Actively monitoring employee engagement and productivity resulted in an overall 15% improvement in productive hours. Omega was also able to track and reduce idle time and identify and remediate previously unaccounted for absenteeism time, which resulted in additional cost savings and enhanced employee productivity.

Other benefits derived from the deployment of ProHance include acting as a “Fitbit” for employees, helping them keep track of personal productivity and personal work style and time usage. For managers, it provides more transparency on employees’ performance and real-time, actionable data for on-the-ground performance management.

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