PMaps

CUSTOMER CASE STUDY

HEALTHCARE RCM | US HEALTHCARE CLIENTS | AI VIDEO INTERVIEW

One AI video interview in place of several assessments

How a US-focused healthcare revenue cycle management provider moved frontline skill assessment from people to a proctored, CEFR-rated AI Video Interview, and went live across 50 recruiters.



1
interview replaces separate skill assessments

50
recruiters live on day one

3,000+
interviews a year committed

~5 wks
from pilot review to go-live

THE SITUATION

High-volume hiring for roles where every call reaches a US patient or payer

INDUSTRY	SERVES	ROLES HIRED
Healthcare revenue cycle management	**US healthcare clients**	**Collections and RCM executives**

The client is an India-based services provider that runs revenue cycle and collections work for US healthcare clients. Its frontline teams speak to US patients, providers and insurance payers every day, so spoken English, call handling and domain knowledge all decide whether a hire succeeds.

The company hires at volume and already used PMaps assessments. Leadership wanted to go further and take skill assessment out of human hands.

THE CHALLENGE

A human-heavy screening funnel that was hard to scale and hard to keep consistent

- **Several rounds, several tools.** Candidates moved through an HR screen, a separate voice and accent (VNA) round, and an operations round, with separate assessments in between.
- **Freshers and experienced hires in one funnel.** The same questions do not work for a first-job candidate and an experienced collector, so domain checks depended on who ran the round.
- **Communication is the job.** A voice and accent judgment made by ear varies from one assessor to the next, yet it decides who reaches the operations round.
- **Recruiter time.** Every manual round adds scheduling, follow-ups and a decision to record, across a large recruiting team.

> **“Instead of relying on humans for skill assessments, we want to be tech oriented.”**
>
> Senior leader, the client’s business team

THE SOLUTION

One proctored AI Video Interview that adapts to each candidate

PMaps replaced the separate skill assessments with a single AI Video Interview. Candidates take it on their own device, at a time that suits them. The interview checks communication, voice and accent, and domain knowledge in one sitting, and recruiters get one report to act on.

The new hiring flow

STEP 1
Recruiter sends the interview link

→

STEP 2 · PMAPS
AI Video Interview with CEFR rating and proctoring

→

STEP 3
Operations round with shortlisted candidates

→

STEP 4
Post-interview decision and onboarding

Fresher or experienced, detected

The interviewer identifies whether the candidate is a fresher or has experience, then asks domain questions pitched at that level.

CEFR-rated voice and accent

Spoken English is rated on the CEFR scale inside the same interview, so no separate voice and accent test is needed.

Proctored for authenticity

Proctoring runs through the interview, so recruiters can trust that the person in the report is the person who answered.

A report recruiters can use

Each report gives scores with key strengths, development areas and relevant red flags, ready for the operations round.

AI-driven, human-led

Domain scores are reported as an evaluation parameter, not used as an automatic rejection rule. The AI sharpens the assessment; the client's recruiters and operations leads still make the hire.

IMPLEMENTATION

Calibrated against the client's own hiring decisions, then live in about five weeks

The client did not take the AI's judgment on trust. PMaps ran a pilot side by side with the existing process and tuned the interview until its calls matched what the client's own assessors would decide.

1. **Side-by-side pilot**
   Pilot candidates took the AI interview and the client's usual voice and accent and operations rounds. PMaps compared its recommendation, score and CEFR rating with the client's outcome for each candidate.

2. **Calibration**
   The teams reviewed every deviation, especially on voice and accent, and agreed the communication rules, the live workflow and where human review handles exception cases.

3. **Approach agreed**
   Domain scores inform the decision rather than auto-reject. The question flow is calibrated to experience. Reports carry strengths, development areas and red flags.

4. **Sign-off and go-live**
   The client signed off the product capabilities. PMaps set up accounts for 50 recruiter users and the live hiring flow started, with candidates taking video interviews in the first week.

5. **Recruiter training, the day after go-live**
   One session covered the daily work: generating interview links, adding candidates, tracking progress and downloading reports.

~5 weeks	1 session	No IT project
from pilot results to live hiring	to train the recruiting team	browser-based, any device

EARLY RESULTS

A tech-led hiring flow, live and scaling

Area	Before	With PMaps AI Video Interview
Skill assessment	Led by people, round by round	One AI interview, the same for every candidate
Tests	Separate assessments plus a voice and accent round	No separate assessments; CEFR rating built in
Domain questions	Depended on the assessor	Pitched automatically to fresher or experienced
Integrity	Hard to verify remotely	Proctored interview
Recruiter output	Notes from each round	One report: scores, strengths, development areas, red flags

Track record with PMaps assessments, the foundation for the move to AI interviews

11,000+
candidates assessed with PMaps since 2023

92%
of invited candidates completed the proctored assessment remotely

~58%
of candidates screened out before any recruiter time was spent

Projected impact of the AI Video Interview: at the client's 2026 run rate of about 440 candidates a month, moving the voice and accent round to AI frees an estimated **110 recruiter hours a month**. The client has committed to 3,000+ interviews a year, and its leadership expects volume to pass 5,000.

Estimate assumes a 15-minute manual voice and accent round per candidate. Track-record figures are from the client's PMaps assessment data, April 2023 to October 2026.

WHAT'S NEXT

From screening to the full RCM skill set

Technical RCM assessment
Medical coding, claims processing, EDI transactions, denial management and payer

Hire or reject in the platform
Recruiters record the final decision for one candidate or in bulk

Automated identity checks
ID and face verification at the start of, or during, the interview

BUILT FOR HEALTHCARE HIRING

Hiring for US healthcare RCM, collections or coding?

The same approach works for any team hiring frontline talent for US healthcare clients. PMaps assessments are customizable to your roles, your competencies and your hiring bar.

Communication you can measure

CEFR-rated voice and accent inside the AI Video Interview, for patient, provider and payer calls.

Domain depth

Healthcare tests for roles such as AR calling, medical coding, scribing and radiology, or your own question banks.

Proctored and trusted

Proctoring with facial capture and browser lockdown keeps remote assessment honest.

Fits your hiring stack

Browser-based on any device, with API and webhook integration to push candidates in and results back to your ATS.

200+
enterprise clients across 7 countries

4M+
assessments completed

73
competencies across 4 levels

ISO/IEC 27001:2022
certified information security

Healthcare teams that hire with PMaps include **IKS Health**.

See it on your own roles

A 30-minute walkthrough of the AI Video Interview, set up for the RCM or collections role you hire for most. Bring a job description; we will show you the interview and a sample report.

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assessment data; the recruiter-hours figure is a projection, to be replaced with live AI Video Interview data.