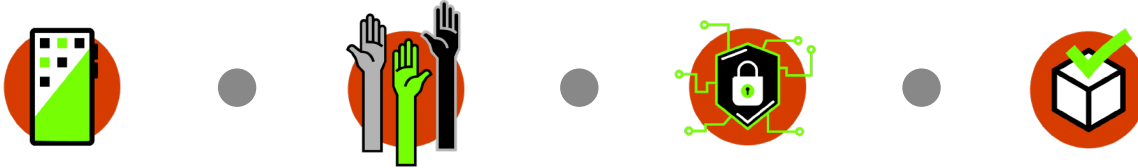


Greenfield product delivery to digitize patient assistance for scalability and efficiency

testdouble®
Case Study



The Client



Environment: innovative solutions for insurance eligibility and healthcare receivables management

Size: 60 employees

Location: Cleveland, Ohio | hospitalreferralservices.com

Engagement: Greenfield product discovery and product delivery

The Mission

Tech: AWS, CircleCI, PostgreSQL, product coaching, product discovery, Ruby, Rails

Impact Areas: Greenfield product delivery, automated processing, and sustainable growth

From manual bottlenecks to digital efficiency

Hospital Referral Services (HRS) struggled with a manual, paper-based process for helping hospital patients sign up for financial assistance.

Representatives could only assist one patient at a time, filling out paperwork on-site, physically transporting it to HRS, and manually entering it into their systems. This process was slow, error-prone, and couldn't scale to meet growing demand.

HRS needed a digital solution to streamline operations, reduce errors, and expand support.

They turned to Test Double to develop an electronic system that would increase efficiency, allow for broader service coverage, and support patients in both English and Spanish.

Make the scary stuff boring

testdouble.com | hello@testdouble.com

The Fix

Steps to the Fix: Product discovery, product design, product delivery

We built a custom solution to digitize the entire process. HRS had no internal software development staff, so we served as their full development team, advising them on every aspect of the project—from design decisions to deployment strategies.

We provided strategic guidance, helping evaluate trade-offs between third-party tools and in-house solutions. Ultimately, we integrated third-party chat services to support off-hours patient interactions, ensuring seamless assistance around the clock.

Our team designed and developed a web app, deployable on iPads, allowing patients to easily complete forms electronically, significantly streamlining the process. With accessibility in mind, we ensured both English and Spanish are supported to serve their diverse clientele. We followed an agile methodology tailored to capacity, working in two-week sprints to keep progress aligned with needs. Throughout development, we maintained checks and balances to ensure high-quality results at every stage.

The Results

We helped HRS from greenfield to execution, guiding them through every stage—from strategic planning to the full implementation of their custom solution.



Increase new business to become sole Medicaid eligibility vendor for two large health systems



Saved significant time, enabled staff to focus on high value work, and reduced operational costs



Improved accuracy and reduced errors by eliminating manual data entry and paper forms



New 24/7 chat support led to increased patient satisfaction and coverage



Multiple patient servicing increased efficiency, enabling expansion without increasing headcount

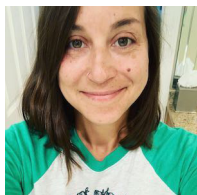


Enhance accessibility by supporting both English and Spanish to serve diverse patient clientele

The Team



Dustin Tinney, Agent 0013



Ilana Corson, Sleeper Agent