



OVERVIEW

Everest Practice Management provides specialized virtual medical receptionist and administrative support for GP, specialist, dental, and allied health practices across Australia. Key services include, but are not limited to, patient communication, appointment scheduling, billing, and inbox triage. These solutions aim to reduce in-house administrative burdens, improve patient experience, and optimize practice efficiency, with services often used to support or replace on-site, in-office, receptionist staff.

CHALLENGES

A large Queensland-based specialist practice with 25+ doctors was experiencing sustained growth but faced increasing operational pressure at reception.

Key challenges included:

- Staff retention linked to rising wages, making the traditional onsite staffing model financially unviable
- Premium clinic space better utilised for consulting rooms, enabling onboarding of additional doctors rather than allocating space to reception desks
- Extended operating hours until 7pm, requiring split shifts or overtime payments for onsite staff
- Highly variable doctor schedules, with practitioners working different days and hours, creating complexity in appointment management
- Onsite staff struggled to balance face-to-face patient interactions while managing high volumes of phone and online enquiries

The specialist practice needed a flexible, scalable solution that could support extended hours and complex scheduling, without inflating staffing costs.

OUTCOME

- The practice continued to grow without significant increases in staffing costs
- Savings generated through virtual support enabled the practice to reward and retain onsite staff
- Onsite staff were able to take planned and unplanned leave with confidence
- Patient enquiries were responded to faster, improving patient satisfaction
- The practice successfully extended operating hours even further, aligning with patient demand and doctor availability

SOLUTION

Step 1: Understand the Practice

Everest Practice Management worked closely with the Practice Manager, who had clear visibility over the tasks her reception team found most time-consuming and least value-adding.

Step 2: Build the Right Support Model

EverestPM recruited and trained two dedicated Virtual Medical Receptionists, designed to support each other while working seamlessly alongside the onsite team. The virtual team managed phones, online enquiries, appointment coordination, and schedule complexity created by varied doctor availability.

Step 3: Train, Integrate, and Optimise

The virtual team was trained on the practice's systems, workflows, and specialist scheduling requirements. When required, EverestPM also deployed additional virtual support to cover onsite staff leave, ensuring uninterrupted service without burdening the remaining team.

RESULT

A scalable, future-proof reception model that supported a large, complex specialist practice, without compromising service quality or profitability.