



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 growing Sydney based GP practice was onboarding additional GPs and allied health practitioners while expanding its services. Demand was increasing, but the practice faced operational constraints:

- Onsite reception staff were under pressure, impacting morale and retention
- Rising wage costs made hiring another full-time receptionist unviable
- The clinic had no physical space to add another workstation
- Patient experience was at risk as staff were tied up answering phones rather than supporting patients face to face

The practice needed a scalable solution that aligned with growth, without increasing overheads or footprint.

OUTCOME

- Improved retention and morale of onsite reception staff
- Reduced stress and smoother daily workflows
- Onsite staff able to focus on patient-facing care rather than phone congestion
- 90%+ reduction in patient no-shows
- 95% of cancelled appointments successfully rescheduled
- Annual patient recall system implemented, re-engaging 75%+ of the patient base

SOLUTION

Step 1: Understand the Practice

Everest Practice Management consulted with the Practice Manager and Principal Doctor to understand operational pain points, growth plans, and administrative bottlenecks.

Step 2: Build the Right Support Model

EverestPM recruited a dedicated Virtual Medical Receptionist with healthcare administration experience and basic marketing skills. Together with the Practice Manager, EverestPM identified tasks that did not need to be performed onsite and documented them into a clear, clinic-specific practice manual.

Step 3: Train, Integrate, and Optimise

The Virtual Medical Receptionist was trained on the practice's systems, workflows, and communication standards. Within less than one month, she was actively supporting the clinic and relieving pressure on onsite staff, operating as a seamless extension of the reception team.

RESULT

The practice scaled sustainably, improved patient experience, and controlled costs, without adding onsite headcount or physical space.