



BBC Global Case Study: Dr. Choi

Healthcare Virtual Assistant Accelerates Growth of Ophthalmology Practice





Introduction

Dr. Tony Choi, owner of Choi Ophthalmology in Pomona, NY, is a fellowship-trained glaucoma specialist and eye surgeon, offering glaucoma treatment and general ophthalmic care. Dr. Choi started his practice facing an uphill climb.

First, Dr. Choi opened his doors during the pandemic. Second, New York's complex regulatory environment can be costly. Third, the recent uptick in inflation had driven up costs. This created pressure to minimize overhead without compromising patient care.

Dr. Choi also struggled to find qualified, reliable staff at a reasonable cost to support the growth of the practice. He had spent significant time, money, and resources hiring and training an assistant who proved to be unreliable and often missed days at work.

"I couldn't open up more hours for patient appointments," Dr. Choi said. "It was hard to accommodate growth because not having proper help had created a significant bottleneck. I was literally the only person in the office a couple days a week, checking patients in and out, in addition to being a doctor and treating patients."

Choi started to discuss virtual assistants with a group of ophthalmologists who share ideas for improving and growing their practices. When a colleague shared his experience with BBC Global Services, Dr. Choi contacted us to learn more about healthcare virtual assistant services.

"Unlike their competitors, BBC houses employees in centralized locations," Dr. Choi said. "They have a concrete operational structure, formal training, and HIPAA compliance, with managers who provide oversight and make sure tasks were being completed."

Healthcare Virtual Assistant Fills Specific Needs with "Infectious Work Ethic"

We met with Dr. Choi to outline various areas of need, evaluate existing technology platforms, and make recommendations to improve and optimize operations. Once the scope of work was defined, we screened candidates that would be suitable for this important role at Choi Ophthalmology.

"One specific need I had was a virtual assistant who is bilingual," Dr. Choi said. "In the community I serve, 70-80 percent of my patients speak only Spanish. I was pleasantly surprised when BBC found a significant number of candidates from the Philippines who speak English and Spanish very well."

While healthcare experience was helpful, Dr. Choi was more interested in candidates who had demonstrated a strong work ethic and willingness to learn. The BBC Global Services team and Dr. Choi agreed that Angelo was the best fit to handle a wide range of administrative functions, such as answering phones, scheduling appointments, and coordinating with insurance companies.

"In addition to the productivity, efficiency, and high-quality work that Angelo brought to the table, he has an infectious work ethic and team spirit," Dr. Choi said. "There has been no office drama or non-work-related issues that need to be addressed. He helps keep our spirits high, myself included, so that we all remain productive and patients are satisfied."

The Results: 250% More Appointments, Time to Focus on Practice Growth

Since Angelo started as a healthcare virtual assistant with Choi Ophthalmology, the number of patient appointments has increased from about 20 per week to nearly 50 per week. That's growth of almost 250 percent. Because Dr. Choi is no longer bogged down with administrative work, he can see more patients and spend more time with each patient.

Angelo has also given Dr. Choi the freedom to focus on big-picture goals and strategic planning.

"Having a virtual assistant has given me back lost time so I can work on achieving my vision for the practice," Dr. Choi said. "BBC has been invested in our relationship beyond filling our daily needs. We've been in constant communication. They've become a partner in our growth, helping us fully integrate their services to improve how we operate, which allows us to improve patient care. I'm thrilled with the partnership we've built."



Free Consultation

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Or schedule a meeting

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