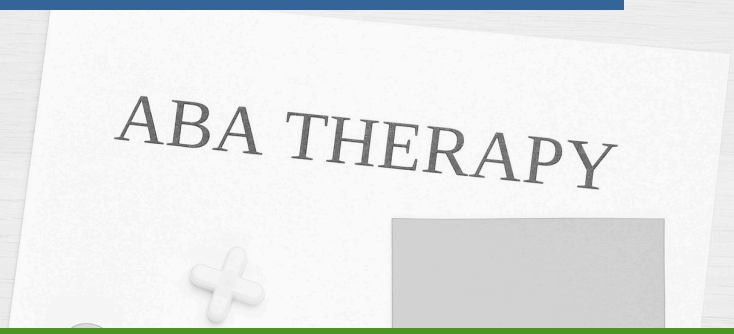
CASE STUDY



OPERATIONS ADMIN SUPPORT

MARCUS T: CLINICAL DIRECTOR OF ABA THERAPY PRACTICE

Client Testimonial: *"My BCBAs got their week back. We stopped losing authorizations, families stopped waiting, and I stopped being the person who chased every missing signature."*

CLIENT COMPANY OVERVIEW

- Pediatric ABA practice with 2 clinics and 38 staff (BCBAs and RBTs)
- Annual revenue: $3.1M
- Challenge: Administrative load landing on clinical staff

THE SOLUTION

Apex Virtual Solutions provided operations admin support (30 hours/week, under a signed BAA) to:

- Build an authorization tracker with 30/14/7-day renewal alerts
- Own intake coordination from first call to first session
- Manage RBT scheduling and same-day cancellation backfill
- Maintain staff credentialing files and expiration tracking
- Run a weekly session-note completeness check before billing

THE CHALLENGE

Marcus's waitlist was growing, but families waited 6 weeks to start services. BCBAs spent 10 hours a week on paperwork instead of supervision, two authorizations lapsed in one quarter, and 14% of claims came back denied, mostly for missing or late documentation.

RESULTS (9 MONTHS)

- Intake-to-first-session reduced from 42 days to 16 days (62% improvement)
- Claim denial rate reduced from 14% to 4%
- Zero lapsed authorizations since month two
- BCBA admin time reduced from 10 to 3 hours per week
- Billable hours increased 22% with the same clinical team
- **ROI: For every $1 spent on operations admin support, the practice recovered $3.80 in revenue**