

Customer Story: Rectangle Health



Industry: Healthcare

Founded: 1992

Employees: 135

Mission: To provide superior billing & tracking systems for healthcare providers to effectively manage patient payments with one convenient interface.

Remote Service

About Rectangle Health

Rectangle Health, a leading healthcare technology company, empowers medical, dental and specialty practices with seamless and secure technology to drive revenue by increasing patient payments and streamlining practice management and payment processing. Rectangle Health provides advanced payment and pre-registration technology solutions that interface with any practice management systems or electronic health records to reduce waiting room times, offer contactless payment options and recurring payment plans, and improve bottom line numbers.

Challenges that Rectangle Health faced

As a partner to healthcare organizations across the United States, Rectangle Health knows that practices rely on all office systems to function seamlessly. Rectangle Health's clients rely on their healthcare and payment technology to operate correctly and quickly, to keep waiting times short, to securely maintain accurate patient information, and to ensure an overall positive patient experience. Maintaining the highest standard of performance is imperative, otherwise practices can get backlogged, potentially causing patients to become frustrated and care to be compromised. As such, Rectangle Health embarked on a partnership with Boomtown to serve as an extension of its team and implement 24x7 remote support in order to provide best-in-class solutions to their healthcare providers and practices.

How Boomtown helps

One key benefit for Rectangle Health is that Boomtown's broad technology experiences enable the team to support customers across a wide variety of technology products and backend payment processors. By providing a single point of contact for any payment troubleshooting needs, Boomtown furthers Rectangle Health's goal of delivering easy-to-use technology, while having the complex backend ability to interface with multiple technologies.

Boomtown provides remote support to Rectangle Health's clients to monitor and quickly respond to customers 24x7 across phone, chat, and email from a single integrated interface. Having visibility into customer challenges facilitates a smooth collaboration between Boomtown and Rectangle Health and their ability to take action. This partnership provides the client with consistent, ongoing support — delivering exceptional customer experiences by getting to the root of the problem rapidly and providing a solution at the moment of need.

"Boomtown is a strategic partner for us and is an integral part of our ability to deliver great customer experiences and deliver fast, consistent, and high-quality support for our customers. They are easy to work with and have proven they can quickly provide flexibility to our business as we expand. We're excited to have them as part of our team." - Sandie Ryan, Senior Director of Customer Experience