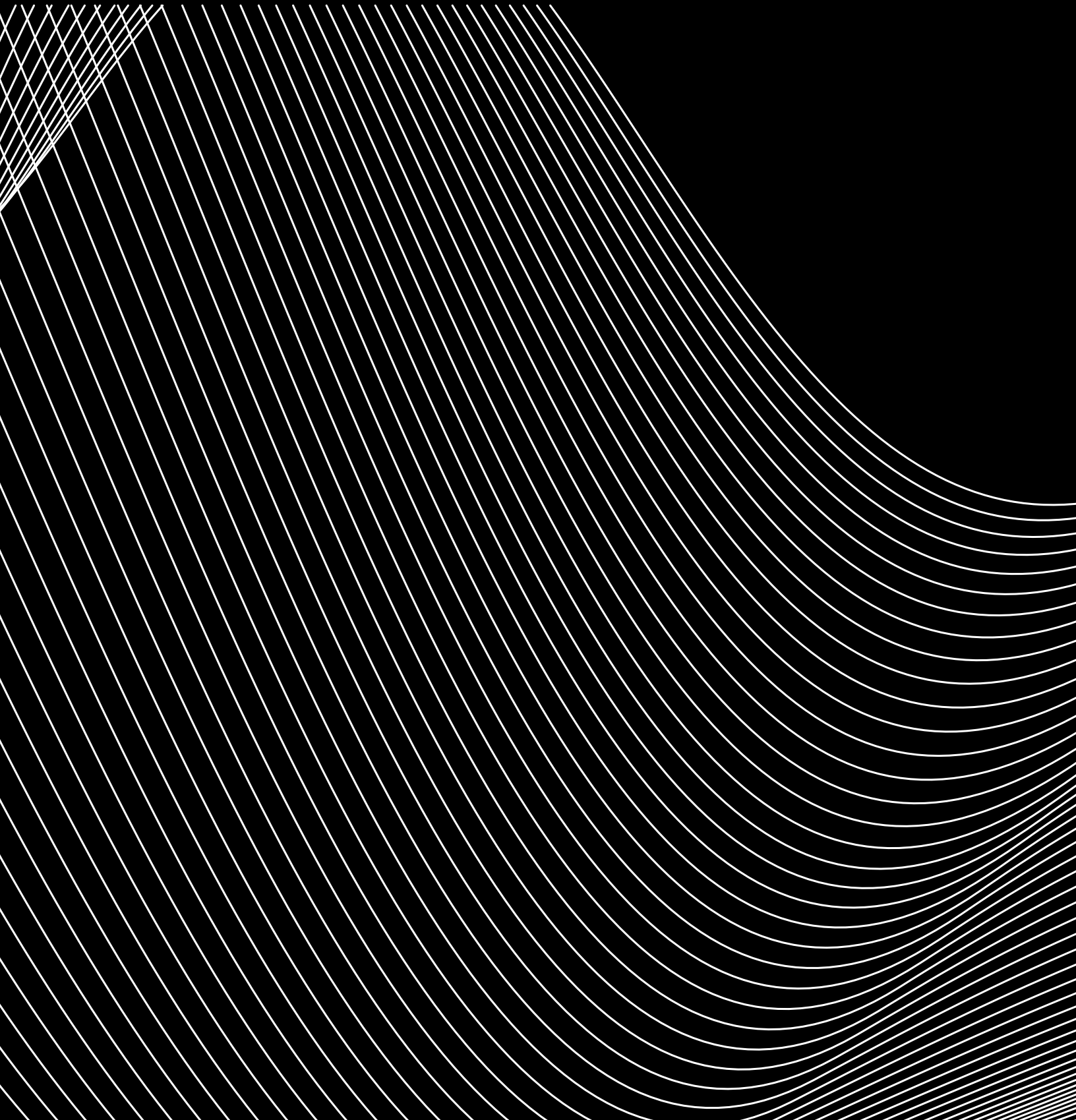


# Eigen & Lightspeed



# Revamping Dental BPOs with Lightspeed

## Executive Summary

Lightspeed Remote partnered with Eigen to understand how AI could impact its business. Based on Eigen's AI Audit of Lightspeed's offerings and operations, Lightspeed was able to identify quick efficiency wins while positioning itself for the coming wave of automation that could soon hit BPOs. Eigen and Lightspeed are currently developing a voice automation system to let Lightspeed continue handling the back office functions of dentists while transforming its core product from a people-based business to a hyper-efficient software service.

## Introduction

### Client Profile

Lightspeed Remote offers outsourced back-office services for dental offices in the United States. It operates multiple call centers throughout India, which handle financial back office outsourcing (e.g., accounting, payroll processing, etc.) and revenue cycle management, notably insurance benefits verifications for patients. This is a manual process that involves calling insurance companies.

### Project Objectives

Lightspeed Remote has been in a growth phase and has been on the look for ways to better scale its business. The founder, Dr. Parth Patel, had been keeping an eye on the recent developments with AI, so he reached out to understand the opportunities to use it to scale and what existential threats he should be on the lookout for.

Given the business is mainly a supplier of low-cost human capital for non-core, but important tasks, he was keen to understand where efficiency gains could be made in operations, what was at risk of complete automation (and if Lightspeed had an advantage in offering that automation), and what tools could be leveraged to scale sales.

## The Solution

### Process

Eigen conducted an AI Audit for Lightspeed. Given that most of the business came from the revenue cycle management segment, Eigen focused on operational improvements and the sales process in general.

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## Project (cont.)

Eigen broke its audit process into three parts:

- **Business Overview:** Eigen worked with Dr. Patel to understand the main drivers of the business, core service offerings & differentiation, and GTM approach.
- **Economic Review:** From this overview, it became apparent that the main competitive driver was price. Subsequently, Eigen profiled the estimated cost per servicing for their current operations to provide a baseline on what any AI solution needed to beat.
- **Process Deep Dive:** Eigen worked with Dr. Patel's Head of Operations to go through each of their workflows, understanding the key inputs & outputs, success criteria, and potential complexity. Eigen was given a sample of call recordings to assess after.

From this, Eigen was able to quickly determine new sourcing techniques to increase sales throughput and a coming, but not an immediate, existential risk with insurance benefits verification automation.

Most importantly, Lightspeed was able to understand the coming technology timeline and how that should align with its growth initiatives. Lightspeed is now being critical of its payback period to account for potential automation coming over the next 6-12 months and starting experimentation & development so that it is a first mover for more efficient insurance verification as voice and language models continue to mature.

## Testimonial

"In 3 weeks, I understood exactly how to improve my business and where I need to be hyper-vigilant about protecting it over the next 12 months. With Lightspeed, I know I'll be a first mover in what's to come."

Dr. Parth Patel  
Founder & CEO of Lightspeed

## Conclusion

With Eigen, Lightspeed was able to quickly understand its existential risks before competitors and start to position itself as a first mover in offering a substantially more efficient revenue cycle management service.