

# Healthcare Startup Accounting Setup & Process Alignment



CASE STUDY



## Challenge

Healthcare startup in the Series A phase was outgrowing its current CPA firm's bookkeeping services.



## Solution

GFT built a team to handle the accounting function end-to-end. This included GL, AP/AR, Treasury and compliance.



## Result

GFT built financial reports that reflect the business model. The head of finance was able to use the reports for forecasting and financial planning analysis.

## Client Challenge

Healthcare startup grew through its Series A phase, coming into their Series B it became apparent that operating blindly was unsustainable. The company relied on a local CPA firm for bookkeeping and tax services, with the CEO responsible for sending all data to them. However, small CPA firms typically cater to mom-and-pop businesses, lacking the expertise needed for investor-ready financial statements or financial analysis.

## Our Solution

GFT's accounting and financial operations experts collaborated closely with the newly appointed Head of Finance and the CEO to tailor financial reports that accurately mirror the company's operations. Through extensive discussions with department heads, GFT gained insights into their operational methodologies, systems, and processes.

Leveraging this knowledge, GFT developed the chart of accounts and integrated entities and dimensions into the accounting system. GFT established seven QuickBooks accounts for entities, devised streamlined processes for data intake and bill payments, and implemented an approval matrix to enhance internal controls.

## The Result

With the implementation of GFT, the CEO can concentrate on business operations, with GFT taking the burden of navigating the complexities of accounting, tax, payroll, and payment processing. At the advice of GFT the company transitioned out of its current CPA firm to a nationally ranked CPA firm for a transfer pricing study, the company saved nearly \$1 million in corporate income tax in one year. As the company expands, these tax savings are poised to increase even further.



# Surgical Clinic Accounting Setup & Financial Modeling



CASE STUDY



## Challenge

Healthcare company coming out of receivership was having difficulty without visibility of their insurance collections. Additional difficulty with tracking profitability of multiple clinical entities.



## Solution

GFT built a team to handle the accounting function end-to-end and create management reports/models necessary for finance and operation concerns.



## Result

Management was able to obtain visibility on the actual reimbursement rate vs billed amounts. Track their accounts receivable better and improve their cash flow forecasting.

## Client Challenge

The healthcare company recently emerged from receivership, struggling with cash flow issues and lacking clear visibility into their accounts receivable with health insurance payors. They faced challenges in determining the actual payments received for billed procedures and understanding the outstanding AR still pending collection. Additionally, they sought to identify strategies to optimize the utilization of their current staff.

## Our Solution

GFT's accounting and financial operations experts collaborated closely with the owners to tailor financial reports that accurately mirror the company's operations. Through extensive discussions with department heads, GFT gained insights into their operational methodologies, systems, and processes.

GFT implemented four new QuickBooks accounts to support the company's multi-clinic and multi-entity structure and established their end-to-end accounting function. GFT also developed a comprehensive financial model, incorporating various levers and drivers that influence the company's financial performance. Additionally, GFT conducted a thorough analysis of the insurance data to identify the root causes of the cash flow issues.

## The Result

The analysis revealed that the company was receiving a 50% reimbursement rate on billed amounts. The financial model helped the company plan and optimize their staffing. Additionally, GFT identified a separate financial account where a portion of the insurance payments were being deposited improving their cash balance.



# EV Charging Startup Accounting Setup & Process Alignment



CASE STUDY



## Challenge

EV Charging startup to implement accounting function complete with project costing and percentage of completion accounting.



## Solution

GFT built a team to handle the accounting function end-to-end. To ensure project costing, GFT helped company implement a project management software in tandem.



## Result

GFT built financial reports that reflects the business model. Weekly calls with the CEO and COO to help drive operational decisions.

## Client Challenge

Led by experienced entrepreneurs, an EV charging startup recognized the importance of implementing an outsourced accounting function tailored to their construction operations, with a particular emphasis on project cost accounting. The client understands that project cost accounting is crucial for monitoring operational efficiencies and testing profitability, especially when adopting new construction methods.

## Our Solution

GFT's accounting and financial operations experts collaborated closely with the COO and the CEO to tailor financial reports that accurately mirror the company's operations. Through extensive discussions with department heads, GFT gained insights into their operational methodologies, systems, and processes.

Leveraging this knowledge, GFT developed the chart of accounts and integrated entities and dimensions into the accounting system. GFT established QuickBooks, devised streamlined processes for data intake and bill payments, and implemented an approval matrix to enhance internal controls.

## The Result

With the integration of GFT, both the CEO and COO have gained valuable insights into project costing, enabling them to refine their pricing strategies and ensure alignment among sales personnel regarding rebates and discounts. Additionally, the company now possesses crucial knowledge regarding costs influenced by the distance of projects from their branch location.



# Furniture Company Strengthens Accounting Operations



CASE STUDY



## Challenge

Furniture company had capacity challenges in their accounting ranks and difficulty in closing their books on time.



## Solution

GFT built a team of ten to handle revenue, inventory, order to cash and receivable accounting.



## Result

Month end close reduced from over 30 days to 10 days. Improved DSO by cutting the average days in half. Cost savings of ~\$800k annually.

## Client Challenge

A furniture company faced significant challenges in closing its books within the month and managing its receivables and billing operations. Difficulty in recruiting top talent in the U.S. caused capacity issues, leading to constant turnover in the accounting ranks. This hindered management's ability to track financial performance in a timely manner and effectively manage cash flows. The client had also engaged multiple consultants to fix the problem, costing them millions of dollars in consulting fees.

## Our Solution

We provided the company with a team of ten highly skilled accountants to augment their internal team. This team was carefully selected for their relevant experience, maturity, and strong communication skills to ensure the quality of work would be on par with accounting teams in top-tier companies.

The team was composed of subject matter experts in revenue, inventory, order-to-cash, and receivable management. These professionals demonstrated their effectiveness by taking ownership of their specific process and ensuring continuity and stability in financial operations.

## The Result

After three months, the company reduced its book closing time from over 30 days to 15 days. Within another three months, this was further reduced to just 10 days—all. In terms of cash management, the Days Sales Outstanding (DSO) improved from 3.0x to 2.0x within six months. Additionally, bank reconciliations were performed daily instead of monthly, enabling top management to manage cash more efficiently. The cost efficiency created by outsourcing with GFT is approximately \$800k a year just compared to the consultants that was utilized.

