

Healthcare Accounting Services

Offshoring with Floowi for Marketing Agencies in the USA

A strategic guide to optimize costs, streamline operations, and maintain compliance through nearshore financial support.



Why Healthcare-Focused Agencies Need Specialized Accounting

In the fast-paced world of healthcare marketing, agencies juggle creative campaigns, lead generation, and brand strategy while managing clients operating in one of the most heavily regulated industries in the U.S.

But what about the agency's back-office functions?

Healthcare accounting presents unique complexities:

- **HIPAA compliance** and patient confidentiality
- **Insurance billing, coding, and reimbursements**
- **Medical revenue cycle management**
- **Frequent audits and strict documentation requirements**

Unlike traditional marketing agency bookkeeping, healthcare accounting requires advanced financial controls, understanding of compliance laws, and precise reporting. Failing short in financial operations for agencies serving healthcare clients can risk reputation and revenue.

The good news? You don't have to solve this alone.

Offshoring your healthcare accounting with a specialized partner like Floowi gives you access to trained professionals who know the U.S. healthcare landscape, without the high cost of domestic hires.



Why Choose Offshoring with Floowi

The Smart Solution: Offshore Healthcare Accounting Tailored to Agencies

Floowi offers more than just staffing. We connect agencies with pre-vetted, healthcare-knowledgeable accounting professionals across Latin America who are fluent in English, skilled in compliance, and aligned with U.S. time zones.

Here's what sets us apart:

Up to 40% Cost Savings

Reduce overhead without sacrificing quality. Our clients save 30–50% compared to U.S. hires while gaining efficiency.

End-to-End Setup

We handle talent sourcing, vetting, onboarding, and ongoing support. You focus on growth, and we handle the back office.

Fast Hiring Turnaround

We deliver top candidates in 7–15 business days, drastically reducing hiring timelines.

Time Zone Compatibility

Your offshore team works during U.S. business hours, allowing seamless communication and collaboration.

Cultural & Professional Fit

We prioritize soft skills and team alignment, ensuring your accounting assistant is capable and a cultural match for your agency.

Flexible Contracts

Scale up or down as needed, with no long-term lock-ins. Pause, switch, or expand with ease.



How to Offshore Your Healthcare Accounting with Floowi in 4 Clear Steps

Step 1: Define Your Needs

Evaluate the areas you need help with:

- Monthly reconciliations
- Insurance billing oversight
- Accounts payable/receivable
- Payroll for internal staff or contractors
- HIPAA-compliant document management

We'll help scope the role and requirements.

Step 2: Choose the Right Talent

We shortlist candidates with:

- Healthcare financial background
- Strong English skills
- Experience with software like QuickBooks, Xero, Athena, or Medisoft
- Familiarity with your tools (Google Workspace, Asana, Slack)

You interview and select the right fit.



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Step 3: Seamless Onboarding

We handle setup, contracts, and documentation. You get:

- NDA agreements
- Workflow integration
- Access permissions and system walkthrough
- Orientation support

Our success team stays in touch to make the transition smooth.

Step 4: Optimize & Monitor

We help you establish KPIs to track performance:

- Invoice accuracy rate
- Turnaround time for reconciliations
- Time to close the monthly books
- Client satisfaction (internal or external)

Our team checks in regularly to support improvements and scale as needed.



Floowi helps you find the best offshore talent

Ready to Streamline Your Healthcare Accounting?

You don't need to choose between expertise and affordability.

With Floowi, you get both + the flexibility to grow on your terms.

- ✓ Download this guide.
- ✓ Book your free consultation.
- ✓ Start your offshoring journey with confidence.

