



## **Snapscale Partners with Mountain Mill Technologies to Offer Virtual Sally® the Premier Front Desk Kiosk Solution for Healthcare Practices**

**SCOTCH PLAINS, NEW JERSEY, September 15, 2025** -- Snapscale (formerly BBC Global Services), a leading provider of HIPAA-compliant outsourcing solutions, today announced a sales & marketing partnership with Mountain Mill Technologies to help staff and cross-sell its patented, virtual front desk kiosk solution HiBridge (formerly Virtual Sally®). Understanding that healthcare practices would need to embrace digital solutions and effectuate a front desk experience with an elevated customer service and patient communication, HiBridge® developed the first-ever patented technology to provide a virtual front desk for medical offices. Since premiering in 2019, its utility and success have expanded and increased. HiBridge® is now available for physician offices, medical specialists, hospital settings, and other healthcare uses.

Mike Yablonowitz, President & CEO of Snapscale, commented, "We are proud and overjoyed to partner with such esteemed colleagues as Mark and Wendy Lucas, as well as their entire team at Mountain Mill. HiBridge® is an innovative, impactful digital solution that can handle the entire front-desk experience when combined with Snapscale's HIPAA-compliant staffing to increase front desk efficiency, enhance patient experience, and decrease operating costs. Marrying our reliability, low-cost, and focus on HIPAA-compliance and data security with a leading technology platform makes our combined offering a very compelling solution for physician practices, medical clinics, and hospitals alike."

Mark Lucas, CEO of Mill Mountain Technologies, notes, "Pairing HiBridge with the incredible people at Snapscale has provided an elevated, cost-effective patient and clinic experience that has changed the lives of people here and in the Philippines. Our technology has provided the link that connects all."



## About Snapscale

With offices in the Philippines, India, and the U.S., Snapscale is a leading provider of dedicated HIPAA-compliant, offshore virtual assistants to a diverse range of SMB clients in various industries, including healthcare practices and medical specialties. Since its founding in 2017 as BBC Global Services, Snapscale has differentiated itself from other business process outsourcing companies by embracing a people-first philosophy and hands-on client success approach. This steadfast commitment to clients, employees, and supporting partners alike has allowed Snapscale to grow, thrive, and position itself as the BPO of choice for the small to medium-sized business market, which includes healthcare practices, medical specialties, and other allied industries. More information can be found at: [www.snapscale.com](http://www.snapscale.com)

## About HiBridge (formerly Virtual Sally)

*HiBridge®* is a patented, paradigm-changing solution for streamlining front desk operations, creating workflow efficiencies, and reducing operating costs by up to 50% or more. *HiBridge®* provides an 'in-person' experience without the 'in-person' cost or inefficiency.

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**VIRTUAL  
SALLY®**