OrthoXpress Maximizes Revenue with Quicker Equipment Returns and Streamlined Collections

> " *By automating collection and scheduling calls, we have collected significantly more revenue, freed up staff, reduced human error – while improving the pace at which we distribute and collect our equipment.* "
>
> – Samantha Foreman, Director of Operations- Dosteon OrthoXpress/Total Care/ORP

Durable medical equipment (DME) providers, such as California-based OrthoXpress, face unique challenges with patient scheduling and collections. Multiple scheduling steps and tricky collections make DME providers the ideal candidates for a tool that provides persistent, automated calls to patients while helping to unburden overtaxed staff.

OrthoXpress reaches out to patients at many different times. When a physician's office notifies OrthoXpress that a patient will need medical equipment – usually after a surgery – OrthoXpress must contact the patient to set up equipment delivery. This can be time consuming for staff members, who may need to make several attempts to contact them. Next, OrthoXpress must either bill the patient's insurance or bill the patient directly for the equipment rental. OrthoXpress must then collect the equipment from the patient in a timely manner when the patient is finished using it, which can also involve multiple attempts at scheduling. Collecting from patients is the final step.

OrthoXpress' staff was spending time manually calling patients to schedule equipment deliveries and returns, but the equipment wasn't always returned quickly, and was sometimes even lost. They often received incorrect insurance and billing information from third parties, or it was missing altogether, delaying payment. OrthoXpress was finding their collections cycle to be expensive and unnecessarily drawn out.

Outbound IVR Does the Contacting

OrthoXpress worked with RevSpring to implement Outbound IVR to automate their scheduling and collections processes. Outbound IVR now begins calling patients the day after OrthoXpress is notified a patient will need equipment, and continues daily calls until the patient takes action. The IVR solution also calls to schedule drop-off of equipment and to confirm insurance and address information.

For collections, automated calls begin once OrthoXpress receives the Estimation of Benefits from the patient's insurance provider. Calls happen every few days until payment arrangements have been made or a payment is received, greatly accelerating OrthoXpress' revenue cycle.

RevSpring

THE RESULTS

- Reduction of staff time for scheduling, despite 30% company growth

- Reduction of lost equipment

- Quicker equipment return times allow equipment to generate more revenue

- More accounts are worked, including smaller accounts, maximizing revenue with fewer staff resources

- Fewer write-offs

- Fewer patients sent to collections

- More revenue collected within the first month than in the previous three months combined

Revenue Advantage Pays for Itself Through More Efficient Collections

When OrthoXpress first implemented RevSpring's outbound IVR solution, they were using four private pay collectors. Now, they only have one despite a 30% growth in overall revenue. Operations Director Samantha Foreman said, "We love how simple and easy-to-use the product is. It's easy to see the value. RevSpring's outbound messages are consistent and professional – never impacted by employee mood, manners or quirks."

OrthoXpress reported collecting more revenue in the first month of implementing outbound IVR than in the previous three months combined. According to Foreman, "This alone paid for our monthly RevSpring service subscription."

ABOUT REVSPRING

RevSpring is a leader in patient communication and payment systems that tailor engagement touch points to maximize revenue opportunities in acute and ambulatory settings. Since 1981, RevSpring has built the industry's most comprehensive and impactful suite of patient engagement, communications and payment pathways backed by behavior analysis, propensity-to-pay scoring, intelligent design and user experience best practices.

RevSpring leverages "Best in KLAS" software and services to deliver over 1 billion smart medical communications each year that drive increased patient engagement and payment rates.