HOW THE RIGHT PARTNER CAN CHANGE THE PATIENT FINANCIAL LANDSCAPE

An inside look at Intelligent Workflow Solutions™

RevSpring™

- **Not-for-profit regional health system**
- **Nine hospitals**
- **600 providers**
- **45 specialty areas**
- **80 locations throughout northeast IN and northwest OH**

The Backstory

The health system started its partnership with RevSpring in 2011, when they were looking for a statement and payment vendor that integrated with their Health Information System. After sending a Request for Proposal and vetting several RCM technology vendors, the health system selected RevSpring based on its industry reputation of utilizing great design combined with new technology to enhance the revenue cycle experience for patients and drive financial results.

Fast-forward to 2015 - the health system was faced with increasing self-pay collections along with new 501(r) regulations regarding financial assistance policy and consistent screening before Extraordinary Collection Actions (ECA). When the conversation first began with RevSpring, our partner was specifically looking to add automated outbound IVR to their payment options with the hope of increasing collections and reducing bad debt.

In subsequent conversations, our partner realized that there were solutions above and beyond outbound IVR like predictive modeling and workflow automation.

"At the time, demographic scoring was a solution that many healthcare providers didn't really understand," recalls Casey Williams, vice president of Patient Engagement at RevSpring. "Most people understood credit scores, but didn't want to use them in a not-for-profit healthcare system because of concerns about soft credit hits on a guarantor's credit report and the negative publicity it could bring to the health system." There were also concerns regarding the accuracy of credit data for those patients that are not credit active.

Marty Callahan, president of Healthcare Markets at RevSpring, agrees. "We had a great understanding of where healthcare providers were regarding credit bureau relationships, and we knew that there were shortcomings. Credit scores can be highly effective but we knew there was potential for a better way to segment patient populations. We had the vision of scoring and segmentation to improve collections and were looking for a partner to trust us to use this knowledge to enhance the patient experience side of revenue cycle."

The hospital system needed convincing on the merits of a predictive demographic model, especially when combined with the familiarity of a traditional application process, and the standard benchmark of Federal Poverty Level to drive assistance. Questions lingered in their minds around whether or not propensity-to-pay scoring could be used to drive statement communications, outbound IVR messaging, and customer service scripts.

With more than 90,000 statements being generated each month, the health system's budgeted cash collections and workflows had become encumbered by patient payment bottlenecks. They believed in RevSpring's expanded solution suite and committed to the vision of an Amazon-like healthcare financial experience. It was time to introduce enhanced self-pay services, effective predictions of each patient's likelihood to pay, and an automated process to execute the strategy.

Enter Intelligent Workflow Solutions.

Breaking Ground

The key factors in the initial decision were RevSpring's flexible customization of patient statements, responsive design payment portal, the ability to intelligently segment and contact patients, combined with a continuous and intelligent feedback loop regarding financial performance.

The launch wasn't perfect. "We had some shared learning experiences," remembers April Wilson, director of Healthcare Analytics and Marketing. "There were patient populations that should have been excluded from the program we both overlooked, and we also tweaked the automated workflows quite a bit in the first few months based on daily post-launch scheduled calls." RevSpring's Intelligent Workflow Solutions business rules engine is agile enough to make program changes quickly and measure the impact of those changes almost immediately, a feature that was extremely beneficial as trends changed.

INTELLIGENT WORKFLOW SOLUTIONS™ BENEFITS

Accelerates positive patient responses

Maximizes collection efficiency

Delivers a personalized service experience to each patient to produce recurring revenue

Analyzes data regularly to understand and adjust to patient trends

> *From initial consultation to post-implementation, RevSpring demonstrated a thorough understanding of the changing landscape of healthcare reimbursement in the context of our revenue cycle requirements. RevSpring's experienced team reviewed our current workflows and listened closely to understand all administrative and financial objectives before recommending the Intelligent Workflow Solutions™ (IWS) platform.*
>
> —— **HEALTH SYSTEM VP**

IWS combines a proprietary data warehouse with a powerful business rules engine that leverages predictive intelligence to deliver a superior patient experience and unmatched financial results. It is the only analytic technology platform that delivers actionable intelligence coupled with omni-channel communication and payment execution in an end-to-end RCM patient engagement solution.

What is IWS?

The client's short-term needs (in the first 90 days) for personalized statement messaging and full roundtrip reconciliation were met immediately, followed swiftly by the long-term goals for the first year: enhanced self-pay services, an understanding and effective predictions of each patient's propensity to pay, and the ability to further refine and test automated manual processes.

IWS's robust data tracking and user-friendly dashboard gave the health system critical insight into patient payment behaviors. This enabled automation of workflows and changes within 24 to 48 hours in response to data analysis, patient feedback, and/

or industry trends. In addition to the dashboard, RevSpring meets quarterly with the client to do a deep-dive analysis into their IWS program and continue to make recommendations to either improve collections or enhance the patient experience.

With IWS's built-in patient engagement tools, the health system could also contact patients using the individual's preferred manner of communication (e.g. phone, email, text). In addition, the organization could offer patients convenient and flexible options for settling their accounts, including through the mail, over the phone with IVR, or an online payment portal.

Compliance with
501(r) sections 4 and 6

By leveraging IWS's predictive scoring and screening functionality the health system was able to identify patient populations eligible for financial assistance who may have previously been written off to bad debt. This data enabled the organization to determine collectability and, in compliance with Section 501(r), write off certain accounts as presumptive charity. In general, many hospital systems are not aware that up to 25% of bad debt should be reclassified as charity. One benefit of IWS scoring is the ability to audit individual accounts as needed, for both compliance

and customer service purposes. This extra layer of insight helps healthcare systems weed out zip code anomalies, and catch situations where patients quickly escalate to financial need (such as bankruptcies or identity theft).

Every guarantor follows the exact same process for financial needs screening, and every patient communication features the hospital system's financial assistance policy.

SINCE DEPLOYING IWS, THE ORGANIZATION HAS EXPERIENCED A:

46% Lift
in self-pay dollars paid for both true self-pay and balance after insurance

40% Lift
in patients paying

36% Lift
in accounts paid in full

$15M
increased collections from a patient self-pay A/R of $84 million

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From the beginning, I felt that RevSpring truly understood our business. They didn't tell us what we should want, but instead asked us what we wanted [the technology to accomplish] and then applied their expertise to deploy a solution that delivered those results. RevSpring was very responsive and available throughout pre- and post-implementation. After implementing IWS our health system can reach more patients, provide more ways to pay, understand collectable vs. uncollectable population, and have efficient account management with dashboard reporting. We are confident that RevSpring will continue to act as a long-term trusted technology partner, helping our organization respond nimbly to any new financial challenges as they arise. I would highly recommend RevSpring and IWS to other hospitals and health systems.

—— HEALTH SYSTEM VP

While IWS has been live for this client for almost two years now, we still meet weekly to discuss the patient experience, respond to collections or segmentation questions, and continue to make recommendations and program changes with a partner that really cares about their patients.

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.

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