

ENHANCED PATIENT COLLECTIONS THROUGH TECHNOLOGY AND PROCESS IMPROVEMENT

Headquartered in Meridian, Mississippi, Anderson Regional Medical Center (ARMC) is a comprehensive health system serving the East Mississippi/West Alabama area that features two hospitals and a network of clinics, a Level III trauma ER, and the region's only cancer center. Like many health systems, ARMC was faced with increasing accounts receivable and decreasing patient collections. Although it recognized the need to collect more of the patient responsibility at the point of service (POS), it lacked the tools and processes to support this approach. There was also concern among stakeholders about how patients might respond to an increased focus on payment.

In 2013 ARMC launched an initiative to address upfront patient collections by focusing on both technology and workflow improvements. First, it partnered with Availity to implement a Patient Access solution for patient demographic and insurance verification, patient responsibility determination, and patient financial assessment. Along with the technology, it created a pre-admissions department to pre-register patients and collect patient responsibilities, and it implemented a service rendering policy to encourage patients to resolve their financial responsibilities for non-urgent care.

Since the initiative first rolled out in April of 2013, ARMC's POS collections have grown dramatically. In the first three months of 2013, monthly collections averaged approximately \$11,104. But in the first month after implementation, the total collected upfront was \$33,000. Six months later, upfront collections were \$59,000, and by January of 2014, they had risen to \$88,000. Strong results have continued into 2015 with monthly collections averaging \$106,000 per month and a one-month high of \$142,000.

**CAPTURING
60-70%
OF ITS OPPORTUNITY
TO COLLECT**

In addition to strong financial results, ARMC has also seen its patient satisfaction numbers increase, alleviating concerns about asking patients for payment upfront. With the help of Availity, ARMC is capturing 60–70% of its opportunity to collect patient responsibilities, and it's gained better insight into its patient population and capacity to handle medical costs. Kevin Adams, Director of Revenue Cycle at ARMC speaks to the value achieved, "Availity has definitely helped our financial position, being able to provide the estimate to the patient and having the patient acknowledge that is the amount that is owed."

results



Increased average monthly POS collections from approximately \$11,000 to **more than \$106,000** in **24 months**



Collected on **60–70%** of patient responsibility opportunities



Maintained strong **patient satisfaction** despite cultural change of upfront collections



Achieved a **488 percent** return on investment

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Kevin Adams

*Director of Revenue Cycle
Anderson Regional Medical Center*



ABOUT AVAILITY PATIENT ACCESS

Availity Patient Access enables health care providers to increase patient collections, enhance employee performance, and improve patient satisfaction. Availity gives patient access teams the ability to improve patient collections to achieve more timely and consistent cash flow. Improved cash flow is especially critical as the popularity of high-deductible health plans means more of the payment responsibility moves to patients—and thus physicians and hospitals—to ensure timely payment.

ABOUT AVAILITY

As an industry-leading, HITRUST-certified health care information technology company, Availity serves an extensive network of health plans, providers, and technology partners nationwide through a suite of dynamic products built on a powerful, intelligent platform. Availity integrates and manages the clinical, administrative, and financial data needed to fuel real-time coordination between providers, health plans, and patients in a growing value-based care environment. Facilitating over 7 million transactions daily, Availity’s ability to provide accurate, timely, and relevant information is vital to the financial success of its clients.



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