

Combat Staffing Shortages, Increase Revenue with Self-Service Patient Access, Intake and Engagement



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Agenda

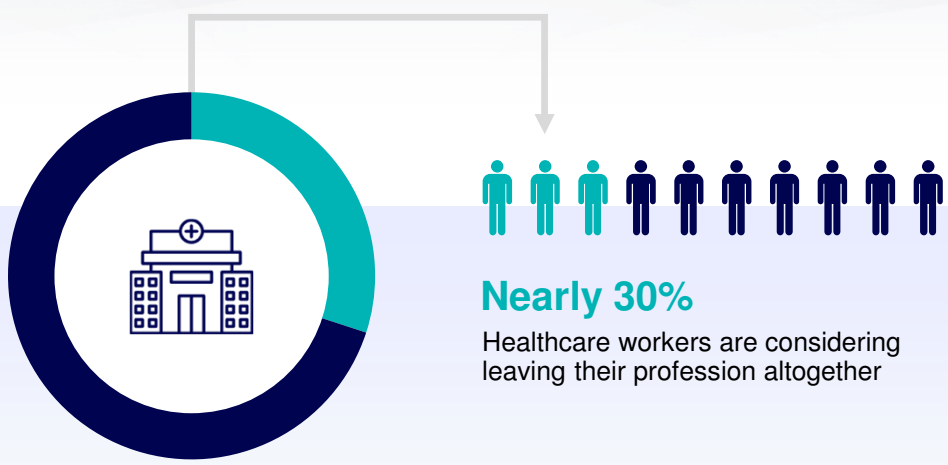
- Factors contributing to staff shortages
- Strategies to combat staffing challenges
- Methods to better digitally engage patients
- Tactics to ensure and improve data integrity
- Maximum revenue from payers and patients

Learning Objectives

- 1 Improve staff efficiency and alleviate staffing challenges using automated patient access, intake and engagement
- 2 Enable patients to take control of accessing and paying for healthcare while increasing pre-service revenue
- 3 Automate critical patient access functions that ensure the data integrity necessary to avoid costly rework
- 4 Increase up-front revenue capture and reduce overall cost-to-collect using payment estimation and processing




Rampant Staff Shortages



Nearly 30%
Healthcare workers are considering leaving their profession altogether

2021 Washington Post-Kaiser Family Foundation



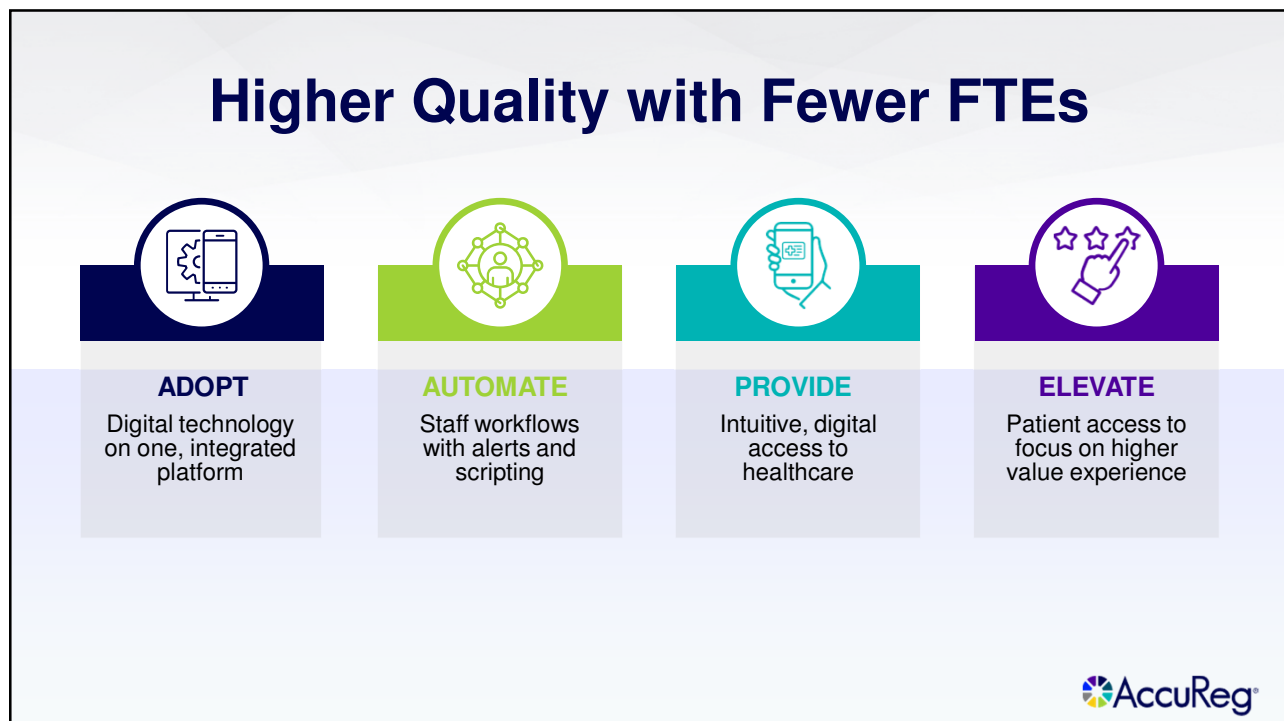
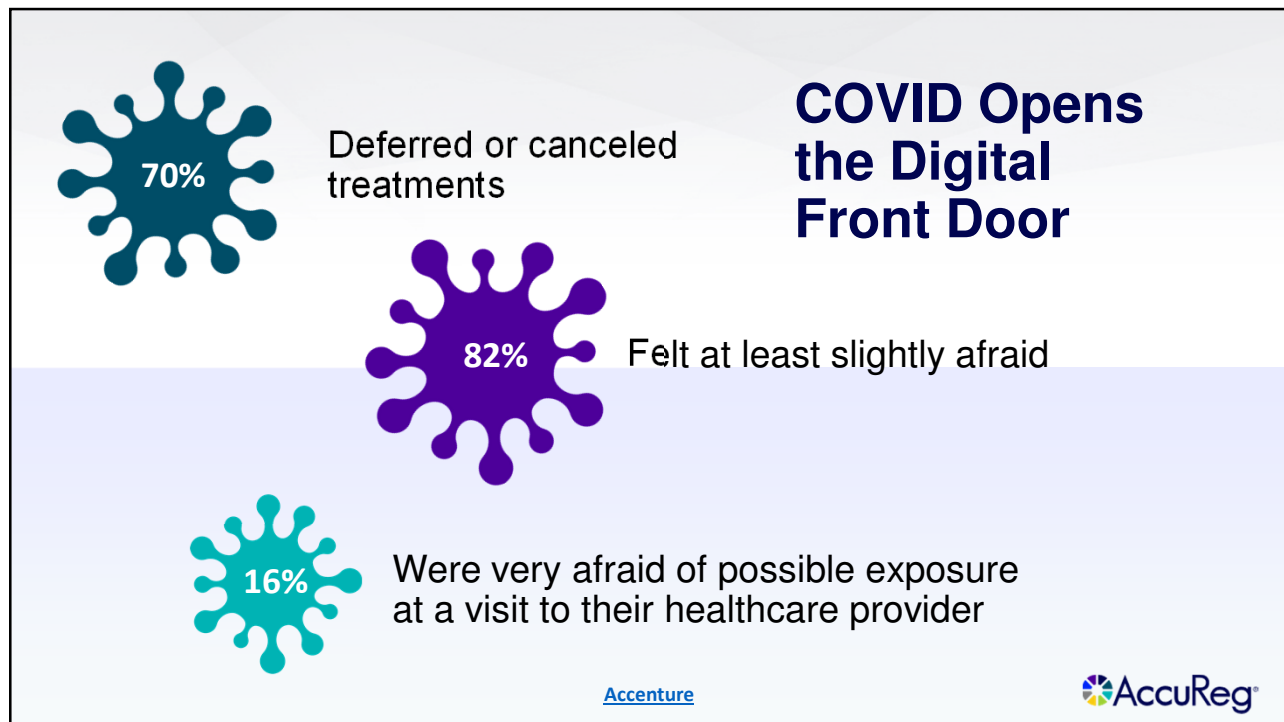
Why the Shortage?

- 1** Impacts to health stemming from fear of COVID-19 illness
- 2** Steep competition across hospitals, health systems and clinics
- 3** Employee desire to join the digital remote workforce

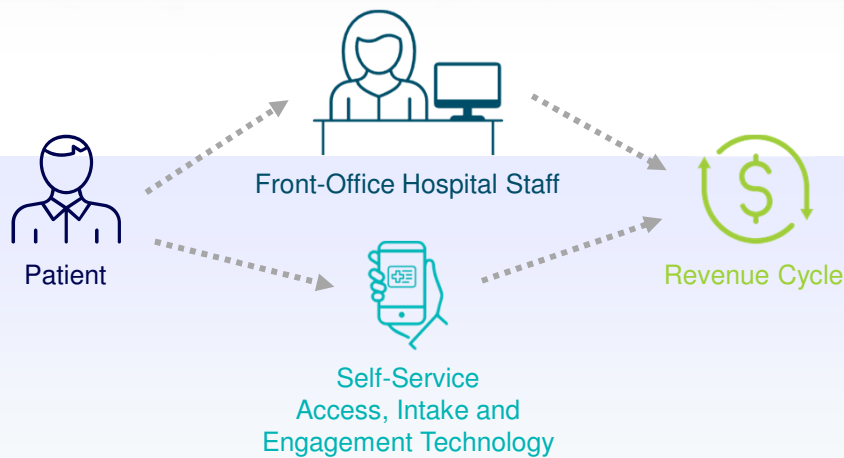


Polling Question #1





The Patient is the Future of Patient Access



AccuReg™

Healthcare Consumers are Evolving

“Consumer behavior is constantly evolving and so must our website and digital platforms.”

Our goal is to anticipate the expectations of our patients so we can proactively improve the website and digital experience to provide the seamless, frictionless experience they expect yet many times is lacking in the healthcare space relative to other industries.”



Brad Fixler

Vice President of Marketing, 2021

uchealth

Digital Experience Matters



50%

Bad digital experience with a healthcare provider ruins the entire experience with that provider



74%

Likely to use online chat or texting to provide check-in information before their appointment



66%

Likely or highly likely to switch to a new health system if their expectations are not met



90%

Would **NOT** feel obligated to stay with a provider that doesn't deliver a satisfactory digital experience

Accenture, 2020 | Black Book, 2018



21st Century Patient Experience



Polling Question #2



Data Integrity at the Digital Front Door



Online
Pre-Registration



Price Estimation
and Payments



Registration and
Check-In



Automate Patient Access



Registration
Quality
Assurance

- Prevent errors at pre-registration and registration
- Prevent denials and lost revenue
- Validate all patient, guarantor and subscriber addresses
- Flag accounts and correct issues
- Re-audit registrations after any changes
- Designate urgent issues that will cause payment denial
- Increase registration accuracy



Automate Patient Access

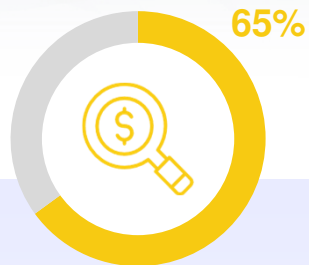


Eligibility
Verification
and Benefit
Validation

- Benefits verification on 100% of accounts
- General and targeted service verification
- Automated batch and manual real-time submission
- Self-pay verification
- Found coverage detection
- Coverage change detection
- Benefit threshold alerting
- Coordination of benefits alerting
- RTE, 270/271, HL7 transactions
- Benefit post-back to EMR

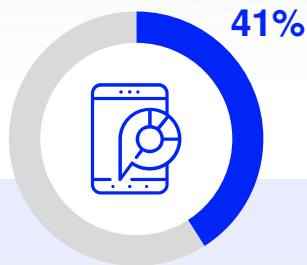


Understanding the Cost of Care



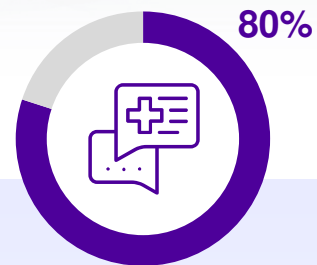
Transparency

Transparency about cost of healthcare services is critically or very important to overall satisfaction



Pre-Service Estimates

Millennials request estimates before undergoing treatment



Out-of-Pocket Clarity

Want doctors to help manage financial responsibilities by clearly communicating what insurance covers versus what they owe

Accenture | PNC Healthcare | Intrado



Polling Question #3



Automated, Predictive Payment



Patient Price
Quote

- Automatically generate patient quotes
- Use negotiated contract rates and chargemaster
- Analyze 835/837 historical claims data for predictive pricing
- Analyze real-time eligibility to validate targeted benefit coverage
- Include relevant co-pays, co-insurance and deductible balances
- Perform ongoing reconciliation of quote vs paid amounts



Return on Consumer Experience

- Lower Patient Financial Anxiety
- Reduce Paperwork and Redundancy
- Improve Check-Ins and Wait Times
- Customize Patient Experience at POS
- Return on Experience Yields Higher Return



Reimagine Patient Access



Patient Concierge

- Customize patient experience at intake
- Verify outstanding patient and insurance information

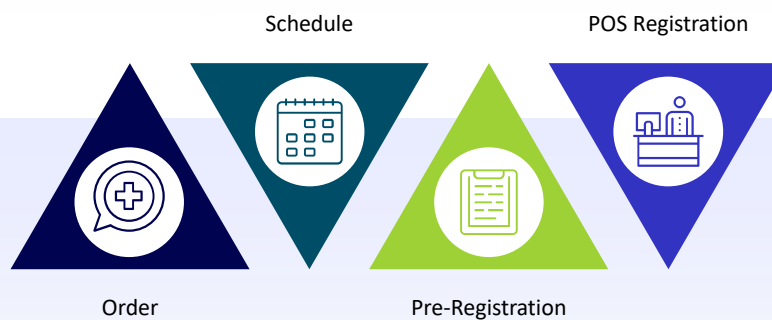


Financial Guidance

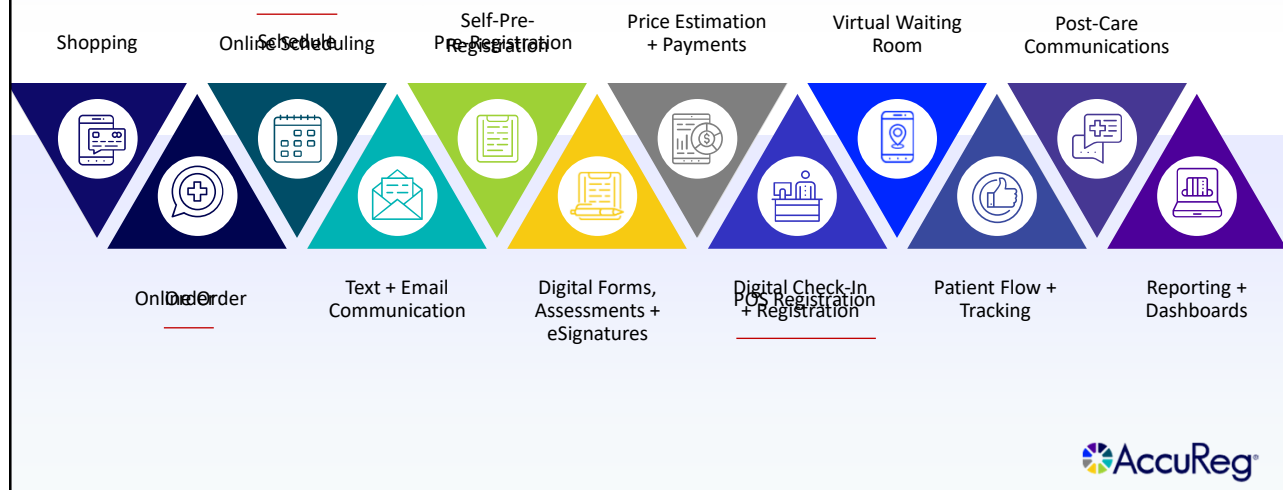
- Start conversation and collect payment earlier
- Support financial assistance, payment planning, charity care



Traditional Front-End Healthcare Experience



Key Elements of the 21st Century Healthcare Experience



Polling Question #4



Execute a Winning Strategy

- Provide a single, integrated system for patient access, intake and engagement
- Create a flexible, convenient, intuitive environment for both patients and staff to perform registrar activities
- Shift administrative tasks traditionally handled by registrars to patients
- Automate staff workflows and provide alerts and scripting to improve staff efficiency



Execute a Winning Strategy

- Avoid harm to the revenue cycle by ensuring data integrity, regardless of who enters information
- Perform a deeper level of eligibility benefit validation to isolate and identify denial-causing risks
- Offer out-of-pocket cost estimates before POS and flexible options for payments
- Create a patient-oriented experience that emphasizes safety and convenience



5 Outcomes of a Winning Strategy



Decrease
Staffing
Challenges



Maximize
Cash,
Net Revenue



Ensure
Patient Data
Integrity



Improve
Patient
Experience



Consolidate
Systems,
Vendors



Customer Satisfaction | Market Leadership

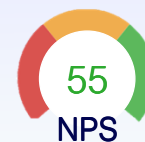
Customers Agree AccuReg...



Ranked #1 – 2021 Best in KLAS® Patient Access



Ranked #1 by Black Book for Patient Access for Fourth Consecutive Year



Net Promoter Score

*Results based on 2021 AccuReg Customer Satisfaction Survey Responses



Customer Satisfaction | Market Leadership

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Questions?

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