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SUMMER INSTITUTE

EMBRACING CHANGE
AND TRANSFORMATION



Exploring Additional Avenues for Patient Assistance

Atlas Health & Mayo Clinic

August 9, 2022

AUGUST 8-10, 2022 • MINNEAPOLIS, MINNESOTA

Learning Objectives

- Describe philanthropic medical financial aid complexities and opportunities
- Understand how scaling a patient assistance program brings value to your organization and community
- Demonstrate knowledge of best practices with data, workflow, technology, and patient experience

Today's Speakers



Tim L'Hommedieu, PharmD, MS
Senior Vice President of Pharmacy
Atlas Health

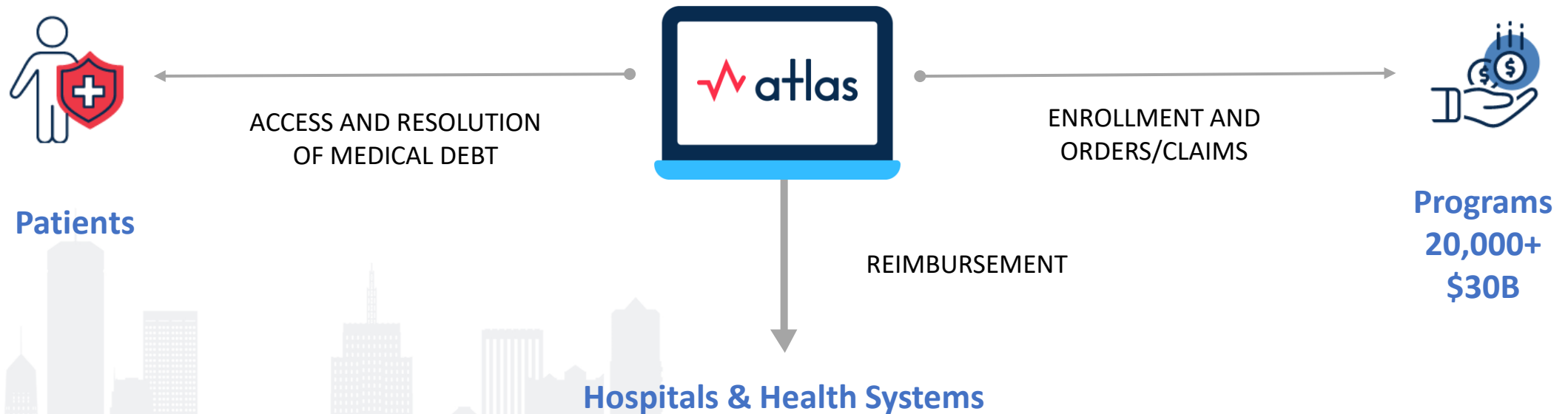


Dennis Dahlen
Chief Financial Officer
Mayo Clinic
Chair-Elect, HFMA



About Atlas Health

Help hospitals and health systems optimize **\$30B**
in annual **philanthropic aid** to advance health equity



Visit Gold Booth 8

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About Mayo Clinic

The needs of our patients come first. Our values guide us in all we do to meet our patients – wherever they may be – with a relentless focus on curing disease, connecting with people everywhere in new ways, and transforming healthcare.



3 Destination Medical Centers

Rochester, MN
Jacksonville, FL
Phoenix, AZ



Community Health System

48 Sites in western Wisconsin and southern Minnesota



Medical and Surgical Practices

4,500 Physicians and scientists
100+ Specialties and services
130 Operating rooms



1.4 Million Patients annually
from 130 countries



Medical Research

4,552 Research personnel
860 Researching physicians
289 Scientific Faculty
1 million square feet of research space



Medical Education

Mayo Clinic Alix School of Medicine
Mayo Clinic Graduate School of Biomedical Sciences
Mayo Clinic School of Graduate Medical Education
Mayo Clinic School of Health Sciences



Recognition

U.S. News & World Reports (2022):
Best Hospitals in the Nation – Mayo Clinic in Rochester (#1)
Best Hospitals in Minnesota (#1), Florida (#1), Arizona (#1)
Centers for Medicare and Medicaid Services (2022):
6 Mayo Clinic Hospitals earned 5 stars overall





Philanthropic Medical Financial Aid

Patients Endure Financial Stress in Pursuit of Care

\$388B

Annual out-of-pocket medical expenses Americans face¹

25%

Share of treatment for serious medical conditions that's delayed due to costs²

~40%

Share that report anxiety around ability to pay for healthcare³

+6.5%

Estimated healthcare cost increase in 2022⁴

Sources: 1. CMS, 2. Gallup, 3. PhRMA/Ipsos, 4. PWC

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Hospitals, Health Systems and Patient Debt

\$745B

Uncompensated care costs, 2000-2020¹

47%

Share of hospitals where uncompensated care increased in 2020²

56%

Share of American adults with medical debt³

\$10,000

25% of Americans with medical debt owe \$10,000 or more³

Financial Toxicity

Excessive financial strain caused by a cancer diagnosis has detrimental effects on patients, families and society¹

This strain is driven by:

- Rising healthcare costs
- More costs being pushed to patients
- Increase in incidence of cancer
- Expensive clinical and technological innovations²

The Boston Globe

UNHEALTHY DIVIDE

A double diagnosis – cancer while poor



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Something was very wrong. Marie Cajuste couldn't ignore it any more.

She had noticed a hard lump in her left breast about a year before, but kept the discovery to herself. She literally could not afford to be sick.

Cajuste sometimes worked back-to-back shifts, stretching from 3 p.m. until 7 a.m., and still barely covered her bills. Her focus was on keeping her three grown children, who had weathered their own disappointments, and two grandchildren under one roof. Illness was not an option.

3

Philanthropic Medical Financial Aid

20,000+ Patient Assistance and Social Support Programs



~\$700B

Government Programs

- Medicaid
- Supplemental Security Income
- State & County Programs



~\$30B

Philanthropic Programs

- Copay Assistance
- Diagnosis-Based Assistance
- Life Science Organizations
- Social Programs

Patient Assistance Perspectives From Your HFMA Colleagues

- Audience insights from 2022 HFMA-sponsored webinar
- Polling results from 200 attendees:
 - *Is your organization maximizing reimbursement from available patient assistance and health equity programs?*
87% not maximizing reimbursement
 - *What is your largest challenge with patient assistance programs?*
59% challenged in every area of patient assistance
 - *Can you quantify the value of your patient assistance programs?*
54% could not quantify the value of their programs

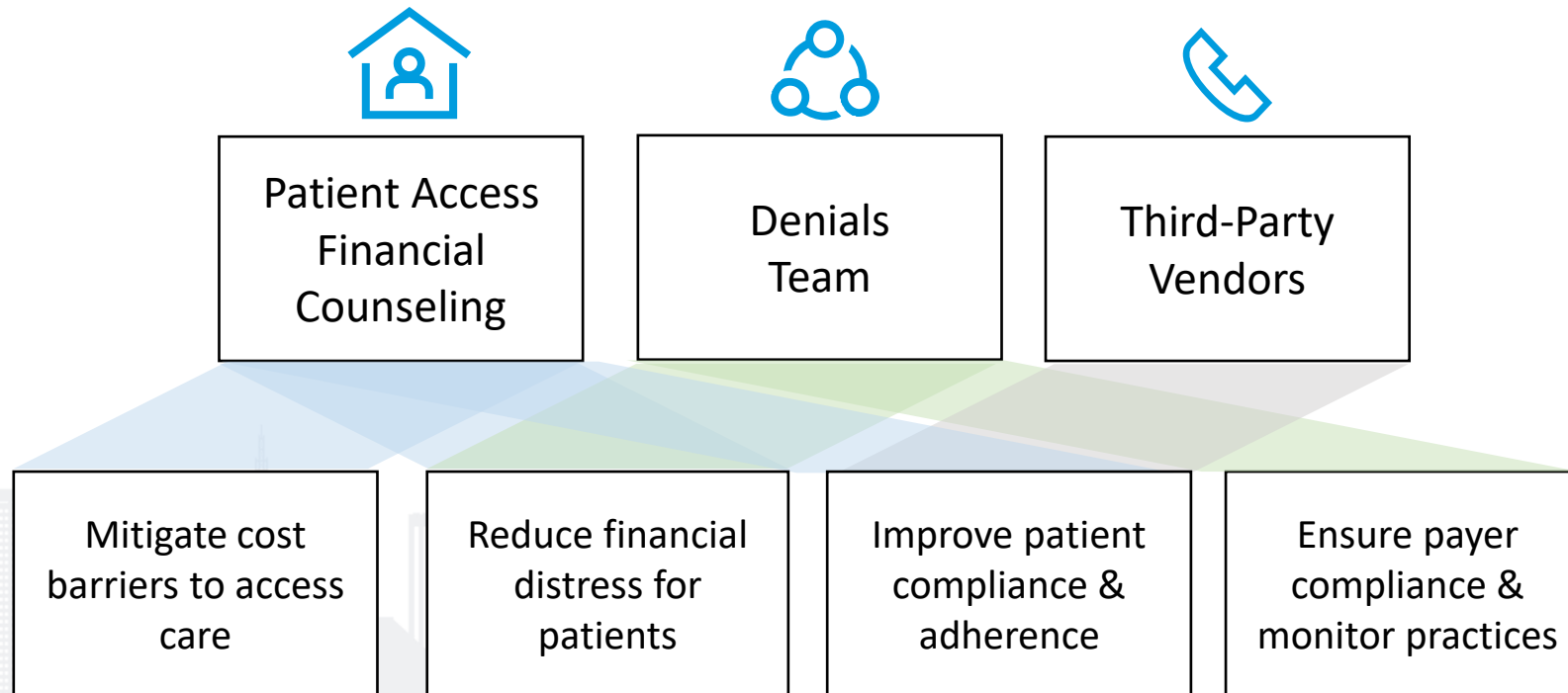


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Why Invest & Make Patient Assistance a Strategic Initiative?

Patient Assistance as a Strategic Initiative

“The best interest of the patient is the only interest to be considered, and in order that the sick may have the benefit of advancing knowledge, union of forces is necessary.” William J. Mayo, M.D. (1910)





Patient Responsible Denials Team

Specialized Team proactively engages patients to reverse denials

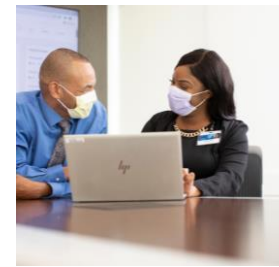
PATIENT-CENTRIC REDEPLOYMENT



Need existed for patient-centric, rather than collection-centric support for denials

Specialized team handling Patient Responsible denials created January 2022, by redeploying 12 FTEs (automation & attrition)

SHIFTING FINANCIAL BURDEN FROM PATIENTS



New team aggressively utilizes provider and member appeal and grievance processes to obtain payer reimbursement

Vendor partner loan program now allows for interest-free payment plans

PROACTIVE ENGAGEMENT



Team engages patients actively during the adjudication process

Denial trending and root cause analysis give visibility to denial issues, gaps in ABN and/or scheduling practices, and payer practices

PROGRAM BENEFITS



Improved Patient and Practice satisfaction by working hand-in-hand on resolutions

Improved denial visibility

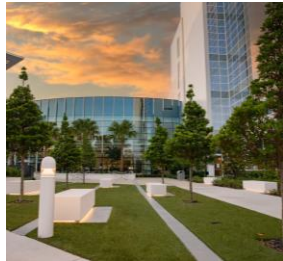
Improved cash recoveries > \$8 million YTD



Financial Counseling – Cancer Services

Pilot Program: Four End-to-End Counselors dedicated to Oncology in Mayo Clinic-Florida

EXPANDED FINANCIAL COUNSELING



Pre-service appointments identify potential insurance issues & educate patients on their plan coverage

Post-service review of Patient responsibility reports to identify/assist patients with co-pay assistance and/or external grant funding programs

LEGAL & COMPLIANCE CONSIDERATIONS



Approval from Legal & Compliance to ensure approach is aligned with Office of Inspector General (OIG) rules and guidance

EXTERNAL GRANTS



Patients may be awarded with up to \$20K to reduce patient responsibility bills and/or pay for insurance premiums

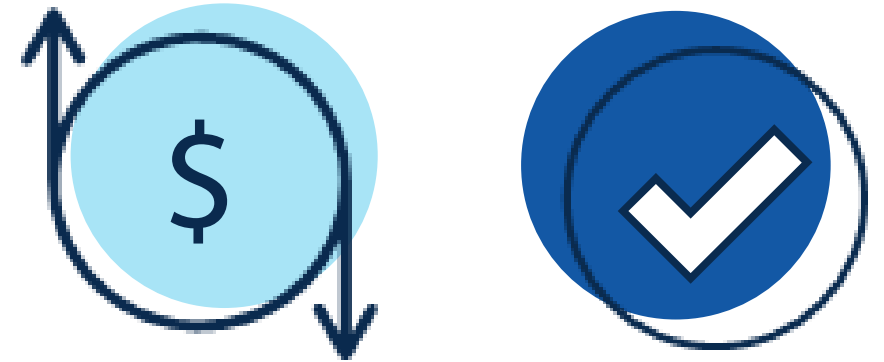
PROGRAM BENEFITS



Feedback from patients received on significant improvement to their financial experience
Reduction in provider administrative burden
Estimated NOI impact \$4 million annually

Value-Based Care and Patient Assistance

- Control total cost of care
- Clinical performance measures (i.e., adherence)
- CMS vs Commercial plans





Patient Assistance Challenges Hospitals & Health Systems Face

Philanthropic Program Challenges

- 20,000+ programs with unique applications, eligibility rules, enrollment policies, and reimbursement processes
- Patient eligibility matching based on clinical, financial, and insurance related criteria
- Programs open and close often, requiring constant monitoring



Resource & Coordination Challenges

- Service Line Stakeholders
- Staffing & Tools
- Data Silos
- Internal & External Communication
- Compliance
- Tracking & Reporting





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Patient Assistance Best Practices

Best Practices: Focus Initiative

- Revenue Cycle as Champion
- Assess Current State
- Prioritize Locations



Best Practices: Identify Opportunities For Matching

- Process to Identify Patients
 - Diagnoses
 - Drug Utilization
 - Financial Class
 - Social Demographics
- Process to Identify Philanthropic Programs



Best Practices: Develop Service and Execute

- Enrollment Workflow
- Reimbursement (cash or free drug supply)
- Billing Methodology



Best Practices: Report & Share Success Stories

- Tracking & Reporting
- Mission & Values
- Reputation & Outreach



Social Support Programs

- Support social determinants of health
 - Transportation
 - Food & Nutrition
 - Lodging
 - Others
- Improve care coordination, both acute and outpatient
- Expand diversity for research trials



Case Study: Covenant Health

- 2020: Patient assistance strategic initiative
 - AI matching to identify opportunities
 - EHR integration
 - Standardized workflows
 - Improved productivity through automation
 - Increased patient satisfaction
- 2021: 4.6X ROI across patient assistance



COVENANT HEALTH



Reflections on Philanthropic Aid & Patient Assistance





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Thank You!



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Questions?