Chaos as a Catalyst
Reinventing Your Revenue Cycle Workflows

Bringing Order to the Chaos

Chaos Coordinator

/key-os koh-awr-dn-ey-ter/ [noun]

Someone who solves problems you never knew existed in ways that will blow your mind.

See also: ninja, bad@ss, legend

Agenda

Current State of Revenue Cycle Workflows

Setting a Vision for Incremental Innovation

Learning Objectives

Understanding how providers are using automation, analytics, and team expertise to enhance reimbursement outcomes

Compare and contrast how team and technology is applied

Identify best practices within implementation and measurement
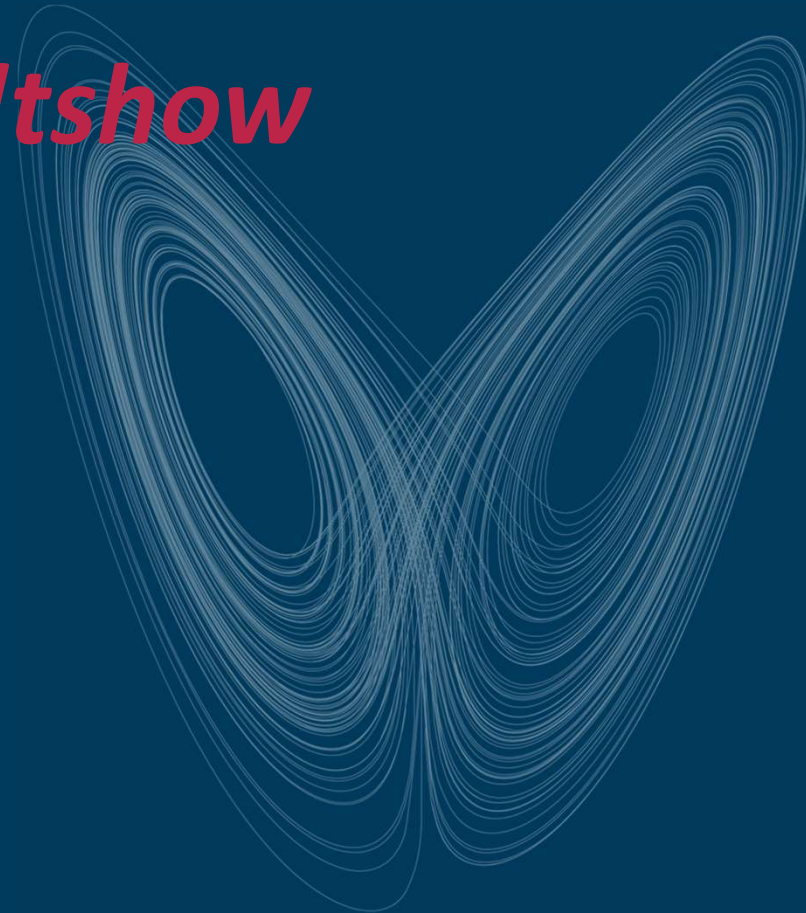
Chaos Theory
aka: mess, sh!tshow

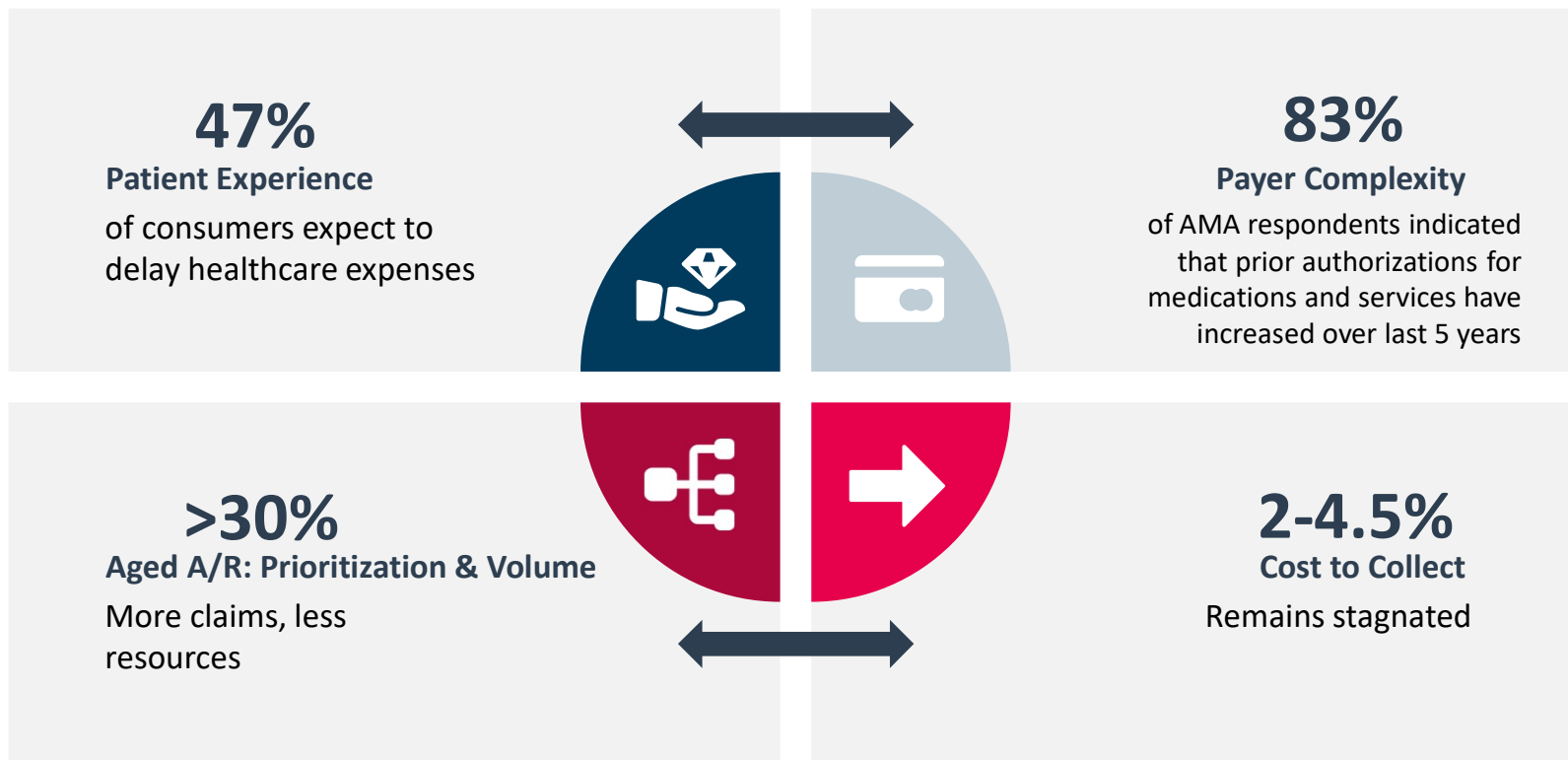**Butterfly Effect**

Unpredictability

Order / Disorder

Mixing

Feedback Loop

Butterfly Effects in Revenue Cycle

Application	Denial Management	Prior Authorizations	Insurance Follow-up
Team Expertise	High	Medium	Low
Technology Automation	Low	High	Low
Analytics	High	Medium	High
Manual Dependencies	High	Medium	High
Prioritization & Scoring	High	Low	High

Change Management Pitfalls

❯ Buy-in and lack of adoption

❯ Mis-managed expectations from implementation to phases of change

   ❯ Rushed priorities

   ❯ Lagged priorities
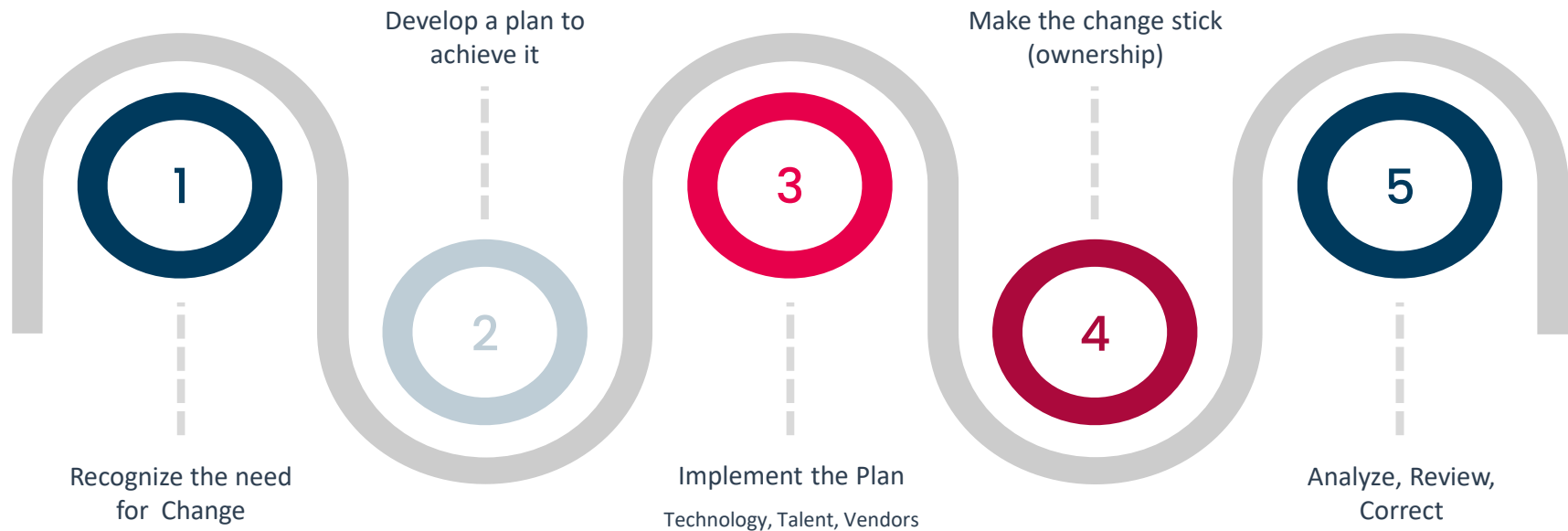
❯ Half-baked transformational vision

KPI Definition and Evolution

Phase 1	Phase 2	Phase 3	Ongoing
SOFT Measures			
Patient Sentiment Team Satisfaction	Patient Sentiment – Pre and Post Service Team Satisfaction -Vendor, Tech	Patient Sentiment -Billing and Payment Team Satisfaction -Workflow	Dimensions and filtering
HARD Measures			
Payment Plan Adoption & Adherence Claim Follow-up Volumes	Auto-pay Adoption Claim Follow-up Outcomes	Automated Plan Creation Claim Priority Score	Trend Analysis

Improving PFE (Patient Financial Engagement)

> Eligibility & Coverage Discovery for full benefits

> Completeness of billing

> Awareness of the billing process

> No prior auth woes

> Flexibility in repayment

> Availability and transparency for questions and concerns

Improving PFE (Patient Financial Engagement)

❯ Statements that are clear and align with EOB's information

❯ Less paper, better communication

❯ Payment Flexibility

   ❯ Auto-pay

   ❯ Terms

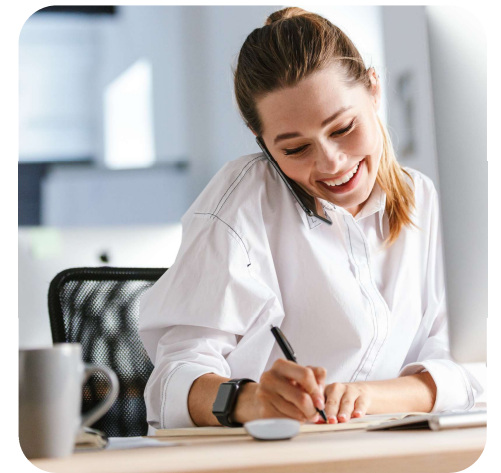❯ Providers to understand their financial needs

Savvy – er Approach to Engagement

> Technology that improves the patient's payment experience

> Update policies and messaging

> Increase communication channels that are effective and dial back what's ineffective

Enablement & Training

❯ Reliance on technology requires defining your best practices
   ❯ One-size isn't fitting all teams

❯ Adaptive versus Reactive
   ❯ Managing expectations during implementation and pilots
      ❯ Information & Data-sharing
      ❯ Team Productivity

❯ Short-term or Long-term Mindset

Ideal State

Reimbursement with less Resources

> **Claim Scoring**
>> **Identifying all your spices to enhance your team's claim resolution recipe**
>>> **Claim Status**
>>> **CARC + RARC = ROAR**
>>> **Reimbursement Percentages**
>>> **Denial Types paired with appeal timeframes**
>> **IFTTT mindset with specificity**

IF T T T

IF   THIS   THEN   THAT

Payor = Medicare >45 days

Takeback posted no activity

Appeal Sent on File?

Work Queue Follow-up <21 days

Claim Status > Call

Claim Status

trigger   action

Confidential & Proprietary

Engagement with Automation

IF T T T

IF   THIS   THEN   THAT

Patient is portal user   Paperless Statements & Letters

Payment Plan is past due   Text Message with portal link

Previous Bad Debt Balance   Decrease Engagement Score Probability

trigger   action
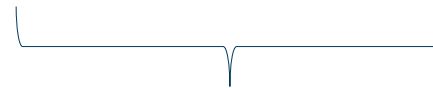
Courtesy Payment Plans

- ❯ Historical engagement and payment calculation

- ❯ Differentiated enrollment communication
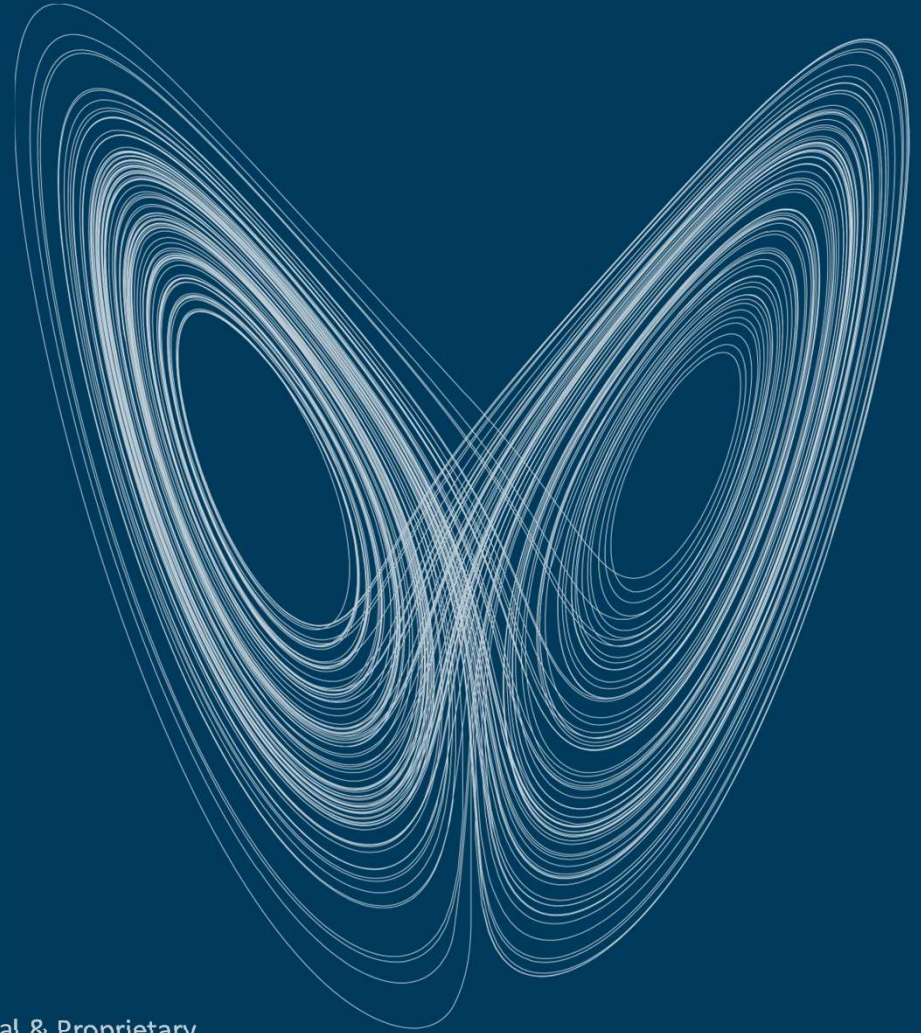 - ❯ Mychart: SMS
  - ❯ Non-Mychart: Letter

Total Added
$5,400,100

Guarantors
6,000

| 8% | 19% | 67% |

- 🟩 3rd Party
- 🟪 Bad Debt
- 🟥 Moved off PayPlan
- 🟥 Overdue
- ⬜ Current
- 🟦 Paid in Full

Term Comparison	<= 12 Month Performance	> 12 Month Performance	Grand Total
Guarantors	4,300	1,700	6,000
Avg. Initial Balance	$500	$2,075	$900
% MyChart User	85%	87%	85%
Avg. Payment Plan Amount	$85	$108	$91
% Balance Paid in Full	75.4%	61.7%	67.3%
% Balance Current	12.9%	24.0%	19.5%
% Balance Overdue	1.0%	1.2%	1.1%
% Balance Moved off Plan	3.4%	2.1%	3.3%
% Balance Bad Debt	6.8%	9.5%	8.4%