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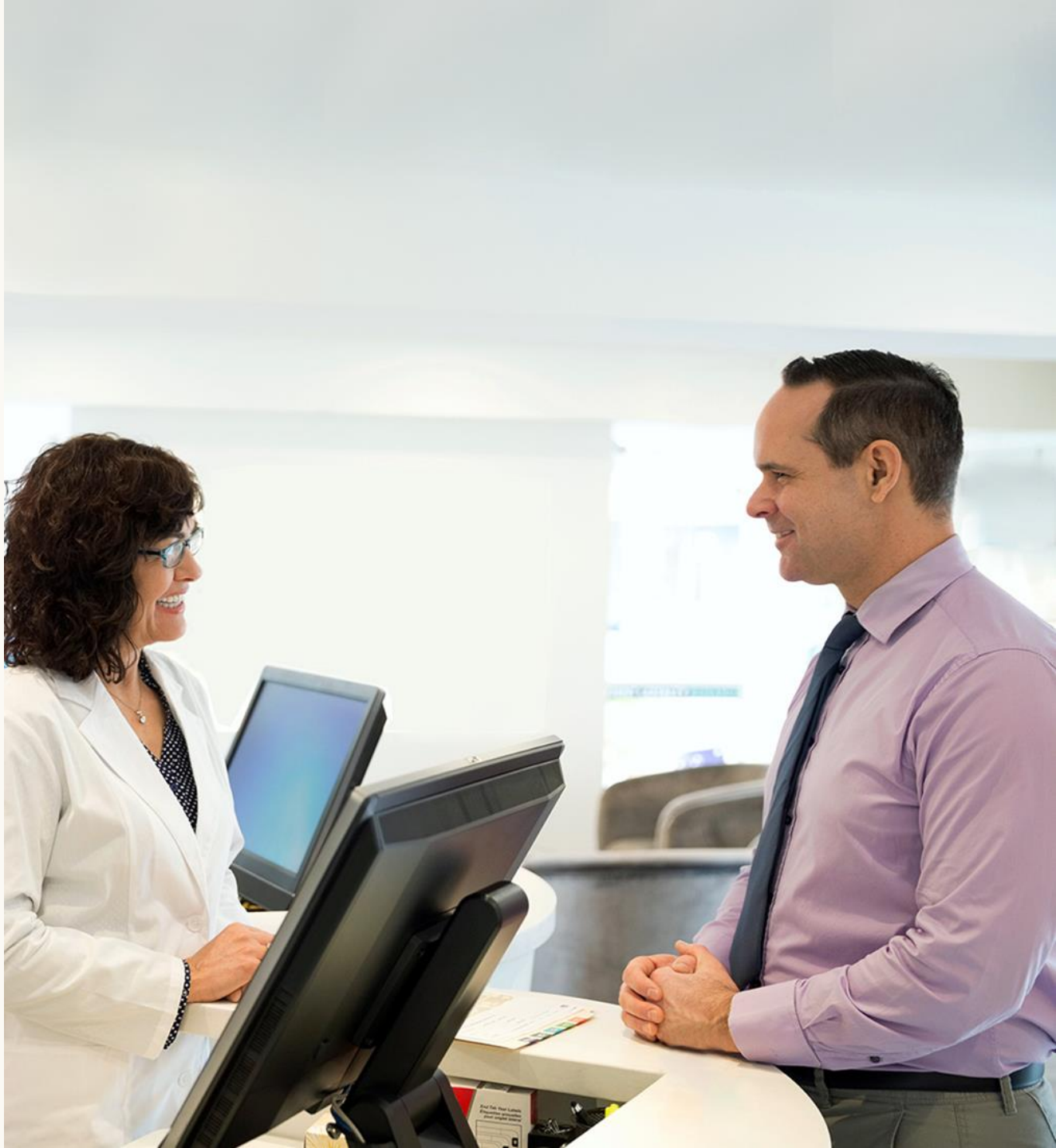
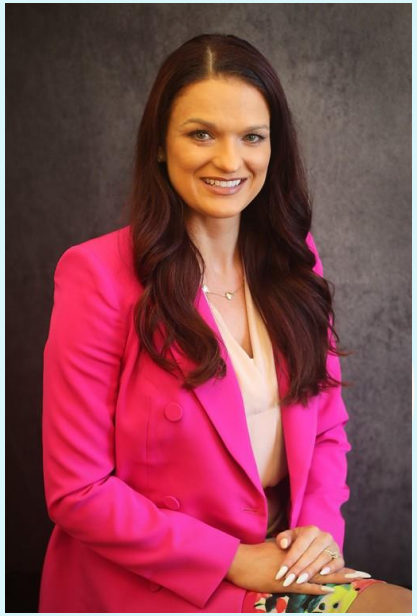
Empowering Patient Access

Shifting from denials management to a preemptive mindset





Alicia Auman, BHA, CRCR

Solution Sales Executive

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Agenda

1. Reimagine Patient Access
2. Evaluate Team Structure
3. Improve Data & Revenue Integrity
4. Enable Engagement – Improve Experience
5. Identify & Cultivate Future RCM Leaders

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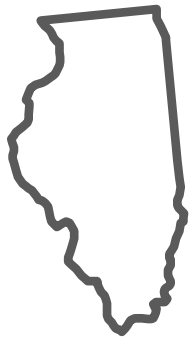
THIS IS FINE.

Case Study

80
beds

8
clinics



Serving 2
rural counties
in Illinois

NPR $140M

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Welcome to Patient Access

The Early Years

- No Healthcare Experience
- No Insurance/Payer Experience
- Medical Terminology
- What is Patient Access?
- Error Dumping Ground
- What is Patient Status?
- Clinical vs Financial Gap
- Set up for failure

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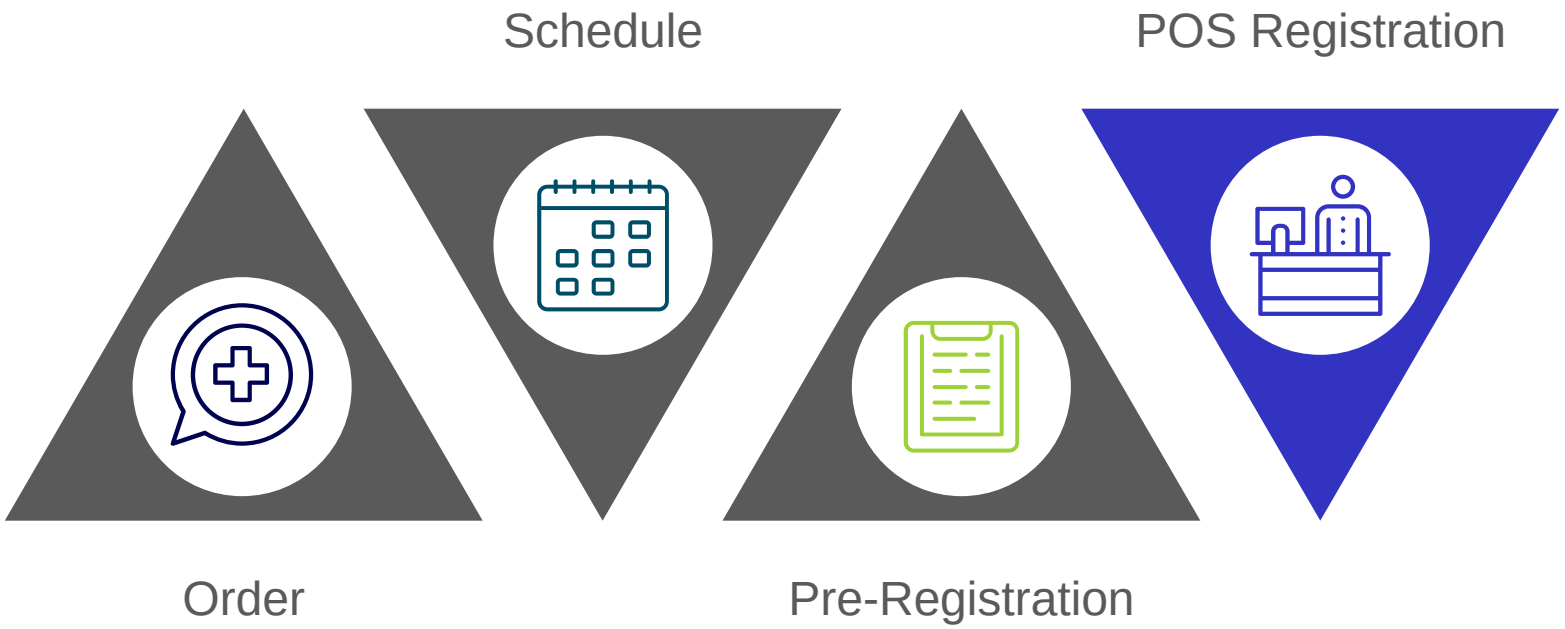
Traditional front-end healthcare experience



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Key elements of the modern consumer healthcare experience

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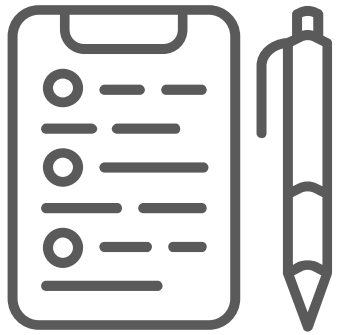
The Challenge



Bridge gap between clinical & financial teams

Prevent errors, denials, & rework

Engage & include patients in their care

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Putting patients at the center requires an enterprise approach

The value of bringing together financial clearance and patient experience

Financial clearance

Automated staff-driven workflows

- Exception-based workflows for maximum efficiency
- Accelerate payments and optimize collections
- Decrease denials and reduce bad debt
- Decrease administrative costs and staff time spent on manual tasks

Improve financial performance by both optimizing expected revenue and growing top-line revenue

Deliver a **superior patient experience** to drive satisfaction and loyalty

Patient engagement/experience

Patient self-service, autonomous tools

- Increase patient satisfaction and loyalty
- Increase referral conversion rate and grow market share
- Maximize schedule utilization, decrease no-shows

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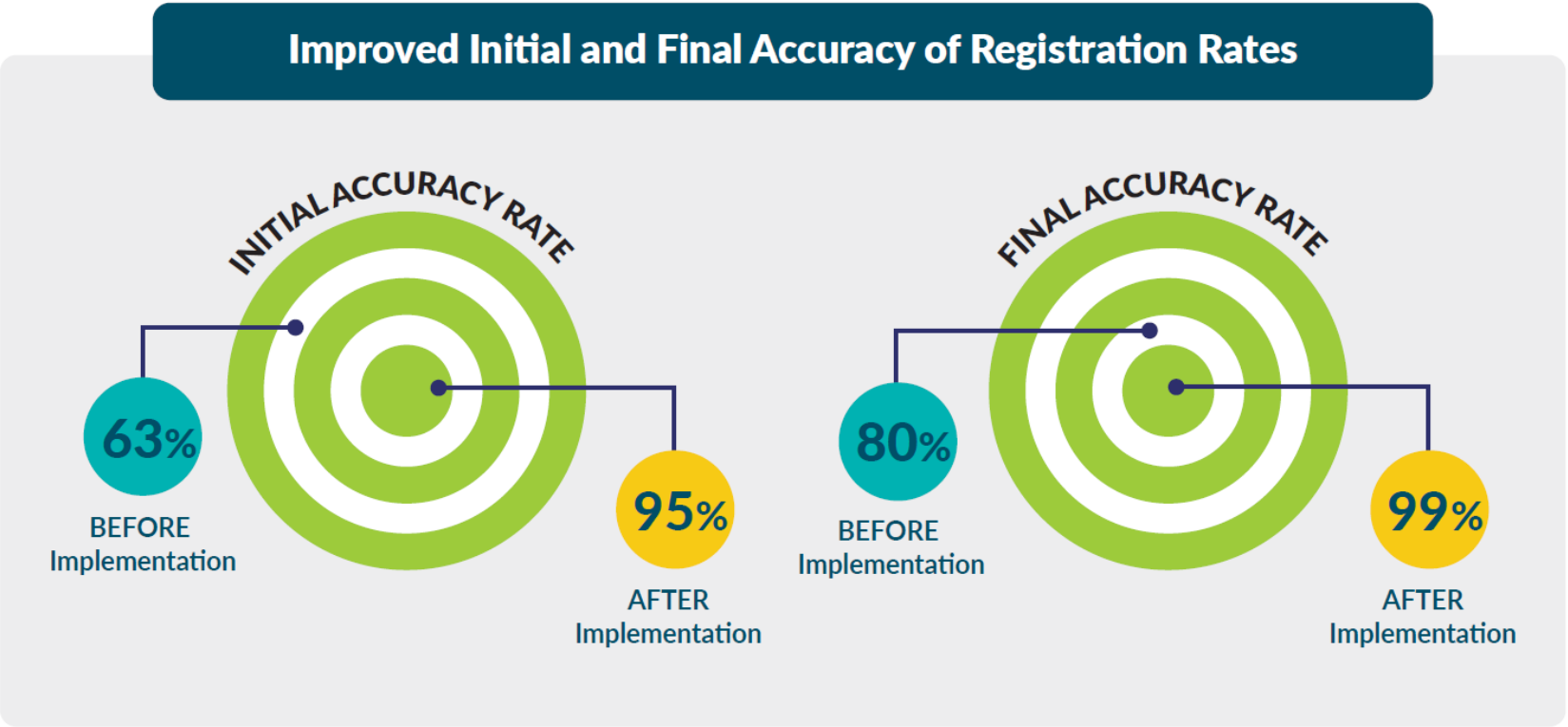
Case Study – Outcomes



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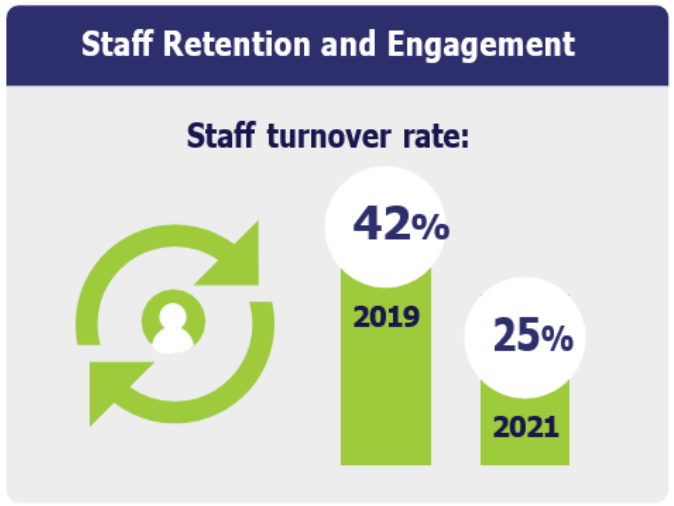
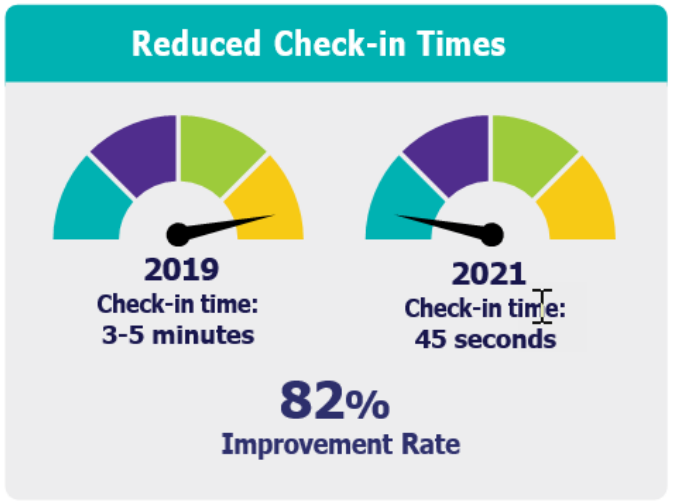
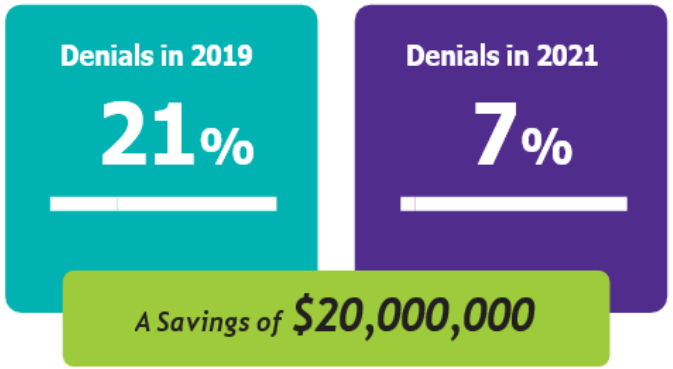
Case Study – Outcomes







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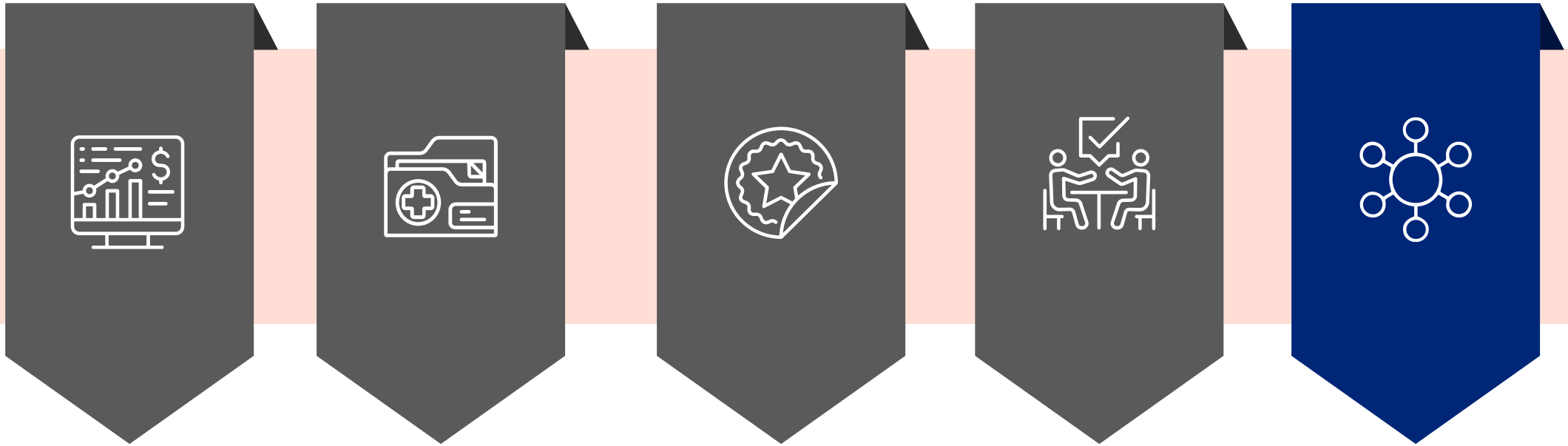
Empower Patient Access
5 Outcomes of a Winning Strategy



Reimagine Patient Access

Bring the Team Together

Improve Patient Data Integrity & Revenue Integrity

Cultivate Leaders & Educators

Enable Engagement

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