RCM Technology & Innovation

Maximize revenue, control cost and consistently deliver exceptional patient experience

Jim Logsdon, COO, Revenue Cycle Point Solutions Division
Agenda

1. Introduction

2. People
   • Employee engagement
   • Patient engagement
   • Partner engagement

3. Process

4. Technology

5. Closing remarks + Q/A
Parallon Overview

Serving 3,920+ hospitals and practices:

- 760+ Hospitals
- 3160+ Physician Practices

16,700+ Employees

- Corporate office
- Office locations (19)
- Hospitals
- Physician practice footprint
Our purpose is simple.

We serve and enable those who care for and improve human life in their communities.
## The Role of RCM in the Healthcare Landscape

<table>
<thead>
<tr>
<th>CHALLENGE:</th>
<th>RCM TACTIC:</th>
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<tbody>
<tr>
<td>Increasing patient financial</td>
<td><strong>RCM TACTIC:</strong> Focus on human experience</td>
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<tr>
<td>responsibility</td>
<td>- becoming easier to do business with</td>
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<tr>
<td></td>
<td><strong>RCM TACTIC:</strong> Meet financial goals to help achieve their mission</td>
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<tr>
<td>Healthcare financial pressures</td>
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Our people are the foundation of everything we do. Without a strong foundation, there is nothing to build upon.
Employee Engagement

*Investing in your most important asset – your people*
Closing the learning loop with constant feedback
Working at home has allowed me to save several hours per week that previously were spent behind the steering wheel...

Noel Bideau, Collections Specialist

Key Benefits to a Remote Workface

- Boosts employee retention (50% decrease in turnover rate)
- Improves productivity
- Frees up valuable real estate
Parallon’s WFH Employees by Line of Business

50.67% of eligible employees work from home

- Self-pay: 41%
- Medicaid Eligibility: 29%
- Insurance: 14%
- Third-party Liability: 7%
- Support: 9%

Self-pay
- Work-from-home: 388
- Medicaid Eligibility: 622
- Insurance: 294
- Support: 185
- Third-party Liability: 146

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Employee Recognition and Awards

“Thank you for all of the support and expertise you gave during our recent client implementation. We truly appreciate your service!”
Addressing Liquidity through Income Stability

**DailyPay:**
Employees are able to get the money they earned every day.

Addresses primary driver of employee disengagement — *financial stress*

*Source: American Psychological Association*
Positive reinforcement through gamification
Maintaining an engaged environment through regular communication and assessment.

- Quarterly micro-surveys
- Formalized employee rounding
- Enhanced internal communication efforts
Patient Engagement

Meeting patients where they are
The Right First Impression

Concierge greeting patients at registration

Professional

Highly motivated

Customer service skills
The concierge greeted me with a smile and was incredibly accommodating and host-like. Her warm demeanor completely changed my outlook on my hospital experience.
Removing Barriers to Engagement

*Fast track and express check-in*

**Express Eligible Fast Track Process**

1. Schedule Patients
2. Verify
3. Authorize
4. Complete Estimation
5. Pre-register
Respectful Language

Protecting patient dignity

“Charity Care”
Financial Assistance

“Poverty / Low-income”
Uninsured / Underinsured

“Self-pay”
Patient Responsibility
Payment Options
Available through online patient payment portal

**PAYMENT OPTION 1**
- 4 months
- $291.58 per month
- First Payment Date: 04/10/2019
- Total Payment: $1,166.29

**PAYMENT OPTION 2**
- 6 months
- $194.39 per month
- First Payment Date: 04/10/2019
- Total Payment: $1,166.29

**PAYMENT OPTION 3**
- 10 months
- $116.63 per month
- First Payment Date: 04/10/2019
- Total Payment: $1,166.29

**SELECT**

- 14% Option 1
- 17% Option 2
- 46% Option 3

(23% ½ now ½ later)

**CHOOSE A PAYMENT OPTION**

**Pie Chart**
- 62% Hospital Only
- 24% Hospital & Physician
- 17% Physician Only
- 21% Multiple Transactions
- 79% Single Transaction
Surveying 100%
Real-time feedback from patients

Early Out Average Survey Scores – 2 Month Snapshot

**Question 1 Average Score**
“Please rate the quality of our representative.”

- **1.0** Very unsatisfied
- **2.0**
- **3.0**
- **4.0** Very satisfied

4.9

**Question 2 Average Score**
“Throughout this healthcare experience, how satisfied are you with the handling of your account?”

- **1.0** Very Unsatisfied
- **2.0**
- **3.0**
- **4.0** Very satisfied

4.7

78% response rate
92% responded that they were “very satisfied”
Taking the time to analyze and refine processes will yield worthwhile, long-term results.
Scoring and Segmentation-driven Workflows

Improved healthcare-specific model to focus resources on the best return

Score & segment accounts into categories, then utilize skills-based routing to maximize effectiveness & efficiencies
Scoring and Segmentation

*Propensity to pay*

Credit  | Socio-economic data  | Estimated income  | Account History

Propensity to pay score:

73

Appropriate workflow is assigned
Automated Dialing

Within regulatory requirements

Phone #

- Not a Cell Phone
- Is a Cell Phone
  - Have Consent
  - Don’t Have Consent

Name/Phone Verified
- Auto Dialer

Not Verified
- Manual Dial
In an increasingly digital world, RCM technology is synonymous with the patient experience.
Medicaid and Financial Assistance Eligibility Screening

Leveraging data science

Instead of screening every patient, accounts are scored to estimate their likelihood of qualifying for Medicaid and other assistance programs.

56% Of the highest model score accounts

98% Of the approvals
Voice to Text Enabled Analysis

Interaction (speech) analytics
Online Pre-registration

1. [Image of the TriStar Centennial Medical Center website]

2. [Image of the online pre-registration form]

- **What You Will Need**
  - All contact information (patient, responsible party, and emergency contacts)
  - All current insurance cards (including Medicare and Medicaid)
  - Date of Scheduled Visit or Expected Delivery Date
  - Family and Ordering Physician First and Last Names
  - Employer Contact Information

If you have any questions about the Online Pre-Registration solution, please contact us.

**Local Customer Service Phone Number**
(615) 695-7242

**Business Hours**
Mon - Fri: 8:00am - 7:00pm

To register online at TriStar Centennial Medical Center, sign in using your MyHealthOne Patient Portal account.
Online Appointment Scheduling

1. Find a Doctor

2. Appointment Details

3. Cheryl L Nabors, MD - Appointment Registration
Accurate Estimates

Website example

Pricing Estimates and Information - Insured Patients

Obtaining an Estimate

In order to provide insured patients with the most accurate estimate based on your specific plan coverage and prospective services, please contact our Service Center at 1-800-370-1983 and one of our Financial Representatives will be happy to assist you.

Prior To Your Call

Prior to your call, it is important that you contact your insurance company to ensure that the services required are "covered services." In the event that they are not a covered service under your plan, please refer back to our Uninsured information.

You will also need to contact your physician's office to get the specific diagnosis or procedure description.

When you call our Service Center, please have the following information available, so that we can provide you with the most accurate estimate possible:

- Description of services needed - we will need to know as much information as possible about the specific services as described by your physician.
- Type of Services needed - we need to know if you will be admitted to the hospital as an inpatient overnight, or if you are expected to be treated on an outpatient basis.
- Physician/Specialist Name - example: If you are having surgery, we will want to know the surgeon's name.

Pricing Estimates and Information - Uninsured Patients

TriStar Centennial offers many forms of financial relief for patients without healthcare insurance (the "uninsured") needing emergent or non-elective services.

Services & Pricing

Inpatient Outpatient All

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<tr>
<th>Inpatient Services</th>
<th>Price Range</th>
<th>Hospital Stay Range</th>
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<tbody>
<tr>
<td>CARDIOLOGY - Atrial Fibrillation (Heart Arrhythmia)</td>
<td>$2976 - $16,251</td>
<td>1 - 4 Day(s)</td>
</tr>
<tr>
<td>CARDIOLOGY - Congestive Heart Failure</td>
<td>$4289 - $32,920</td>
<td>3 - 7 Day(s)</td>
</tr>
<tr>
<td>CARDIOLOGY - Coronary (Heart) Atherosclerosis</td>
<td>$14,345 - $28,455</td>
<td>2 - 7 Day(s)</td>
</tr>
<tr>
<td>CARDIOLOGY - Subendocardial Infarct Initial</td>
<td>$11,924 - $26,950</td>
<td>3 - 8 Day(s)</td>
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What is not included in our estimates?

The estimates provided are only related to your hospital bill. Your personal physician or other physicians providing you with services related to your hospital stay or visit will bill you separately. This can include fees related to specialists, anesthesiologists, pathologists, and radiologists.

Independent laboratory and radiology services will also bill you separately for reading and interpreting EKG's, X-rays, EEG's and lab work. If you have questions about those bills, please call the number printed on their statements.
Mobile Alerting and Geofencing

Patient Access receives an alert if wait time is greater than 5 minutes!
E-signature

eCapture forms and express registration tablet solution

• Digital Signature Capture
• Check-In Experience
• Payment Experience
• Boarding Pass
Thank You + Questions