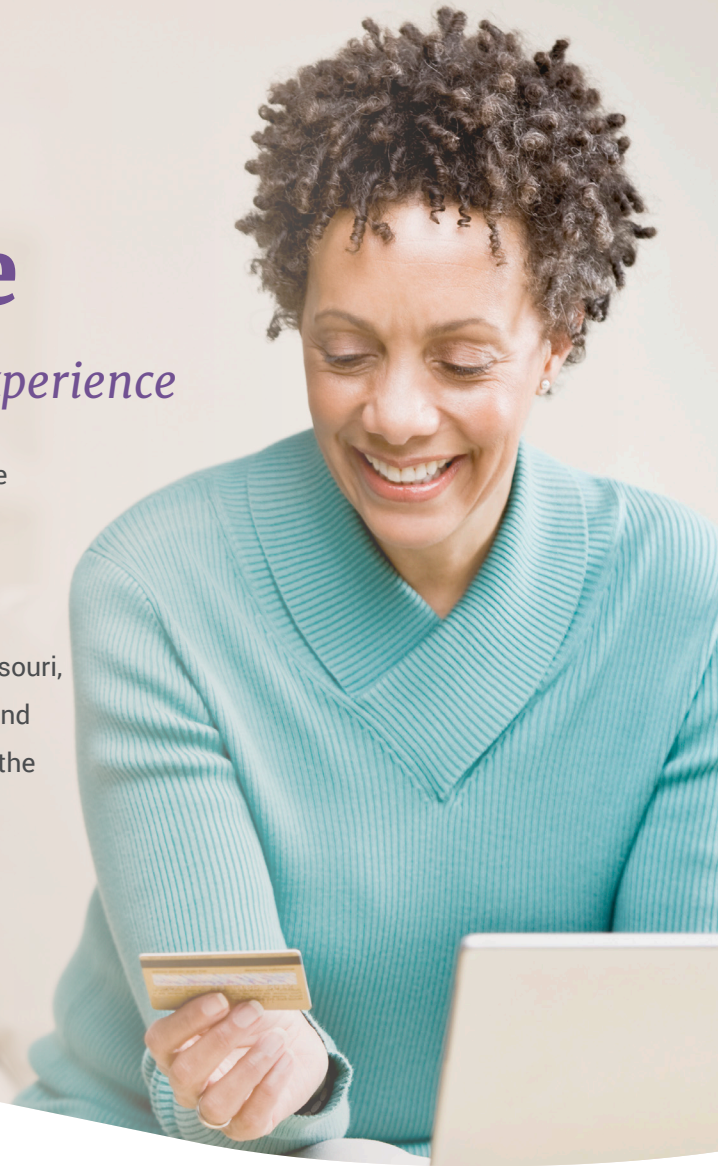


Mosaic Life Care

Revamping the Patient Financial Experience

A few years ago, Mosaic Life Care's approach to measuring the patient financial experience was limited. So were its efforts to engage patients in their financial responsibility for care.

Mosaic, a health system serving 41 counties in northwest Missouri, northeast Kansas, and southeast Nebraska, typically would send three billing statements to patients. If there was no response, the account would be sent to collections.



“*Our work with Avadyne Health in improving the patient financial experience **increased our net collections by 25 percent in one year and decreased bad debt by approximately 57 percent.** Avadyne Health has been an outstanding business partner and an essential asset in rebuilding trust with our community.*”



—Deborah Vancleave,
Vice President of Revenue Cycle, Mosaic Life Care



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“Our revenue cycle department did not have call campaigns to connect with patients, and there was no patient portal,” said Deborah Vancleave, Vice President of Revenue Cycle, Mosaic Life Care. “We knew patients weren’t satisfied with their financial experience. We also know patient satisfaction is closely tied to the patient’s experience in paying for care. We needed a better approach.”

The health system contracted with Avadyne Health to develop robust self-service options that would increase patient satisfaction and limit the cost of customer service.

Engaging Patients Earlier

Mosaic sought to proactively engage patients in understanding their out-of-pocket responsibility before care and service were delivered. “We wanted to take that stress away at the first point of contact, so patients could focus on their health,” Vancleave said. Mosaic began by reallocating some of its call center staff to one of two financial clearance units:

- Insurance financial clearance
- Patient financial clearance

“In the past, we had not performed pre-service financial screening,” Vancleave said. “Today, all patients with scheduled appointments are cleared for insurance prior to the point of service.”

Once patients’ insurance coverage is verified, customer service representatives contact patients by phone to discuss their estimated costs of care. “We engage patients in discussions around their out-of-pocket responsibility after insurance through phone calls before they come in for their appointment,” Vancleave said. “We also attempt to collect at that time.”

Mosaic also supercharged efforts to simplify the patient financial experience and make billing information easier to understand. Mosaic redesigned patient billing statements so patients could determine, at a glance, how much was charged for a particular

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service, the amount paid by insurance, and how the patient's out-of-pocket costs were determined. The health system also created a "One Bill" solution, an interactive site that combines charges into one statement.

Self-service options enable tech-savvy consumers to manage and pay their healthcare bills from their phone, computer, or tablet. Mosaic also enhanced one-on-one support for patients who require assistance and added long-term patient financing options to increase payment flexibility, with more affordable monthly payment amounts.

"One area where we continue to focus is in explaining to patients that they will receive a professional bill for services—such as a radiologist who reads a patient's imaging scan—that is outside the estimate provided by Mosaic," Vancleave said. "We also plan to double the number of patient financial counselors. Soon, these counselors will meet patients anywhere on campus to help patients apply for benefit programs, charity care, and more."

With Avadyne's help, Mosaic also brought patient financial satisfaction to the forefront. The health system reexamined the way in which it measures patient financial satisfaction, a key first step in strengthening the patient financial experience.

Today's revenue cycle leaders must be able to track recurring issues that cause dissatisfaction with the patient financial experience and intervene before such problems reach "a point of no return" for unhappy patients. Yet most health systems gauge patient financial satisfaction based on the number of complaints received around billing and payment. Worse, more than 20 percent of healthcare organizations aren't doing anything to measure the patient financial experience.

Mosaic also gained access to speech analytics data through its partnership with Avadyne. Avadyne records customer service calls with patients, converts the calls to text, and creates a "patient satisfaction word cloud" using keywords from the calls. The word cloud alerts Mosaic's revenue cycle leaders to factors that trigger dissatisfaction during calls.

"We used to get dozens of complaints per week. Now, we get two per quarter," Vancleave said. "There are more conversations happening with patients around cost and payment, and our relationship with patients is stronger because of these conversations. We're grateful to Avadyne Health for the phenomenal success we've achieved, both in increased collections and significantly higher patient financial satisfaction."

Net collections are

25% HIGHER

on average, than they were prior to partnering with Avadyne

Bad debt has

DECREASED 57%

The number of accounts sent to collections is

DOWN 30%

Net self-pay cash collections totaled nearly

\$18 MILLION IN FY19

Collections in FY19 were more than

\$10 MILLION HIGHER THAN IN FY18

3 months into FY20, Mosaic already has collected

\$525,000 MORE THAN EXPECTED

Denials have been

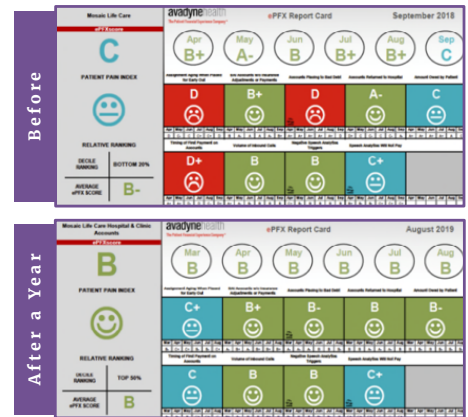
REDUCED BY 50%

Mosaic also implemented Avadyne's proprietary patient financial experience scorecard that measures:

- Patients' satisfaction with the amount owed
- Timing of first payment on accounts
- Number of accounts with insurance adjustments or payments
- Volume of inbound calls to customer service
- Assignment aging when accounts are placed for early out
- Accounts returned to the hospital
- Speech analytic data indicating the patient will not pay

Revenue cycle leaders review the results monthly, sharing feedback with senior leaders and with their teams.

The results of Mosaic's efforts have been outstanding



Struggling with Self-Pay Collections? Contact Us

With a decision as important as whom to trust with your patient financial experience, our expertise makes it an easy choice.

Avadyne Health empowers healthcare organizations to deliver a patient financial experience that increases satisfaction and loyalty while boosting financial outcomes. We blend empathy, education, empowerment, financial transparency, and flexible payment options to provide a patient-centric approach to billing and collections that protects your reputation and your financial health. Care to continue the conversation? **Contact us.**

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