

CASE STUDY

June 2020

Value of a Self-Pay Management Platform

Challenges Facing the Health System

Hospitals and health systems are continually challenged with finding the best approach to manage their self-pay patient populations. Strategies can include managing the process with in-house staff, outsourcing the function to a third-party vendor, or some combination of the two. In 2016, this multi-facility health system in the midwest faced several financial challenges, specifically relating to the management of their self-pay patient population. The challenges included cash short of target, accounts receivable hosted across multiple accounting systems, and no visibility into Medicaid conversion rates or financial assistance program data beyond the general ledger. In summary, they had few tools in place to evaluate the performance of their revenue cycle organization and to measure their financial results.

Recognizing the problems that existed, the health system identified several opportunities for improvement and defined a path forward. The most significant goal was to reduce the overall cost to manage self-pay patient accounts across the system. They also needed to move to a more centralized and uniform process with effective tools to measure departmental performance. Finally, they had to find a way to control the self-pay account management process and maximize the utilization of internal staff and third-party vendors. Doing this would allow them to prove how effective a job they were doing.

5X ROI

\$1 MILLION in annual cost savings

MAPS Self-Pay Management Platform

The key to moving forward was selecting the best technology solution available to be the backbone of their newly developed self-pay management process. After an extensive RFP process, the client selected the MAPS Self-Pay Management platform from Bluemark. MAPS is a cloud-based solution that delivers industry leading account management and processing functionality. MAPS provides all of the functionality needed to convert the self-pay patient population into either reimbursement generating Medicaid programs or financial assistance in the most effective and efficient manner possible. With MAPS' extensive reporting capability, the client would have an effective way to measure overall departmental performance and individual staff productivity.

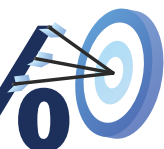


Key Functionality Implemented

- ▶ **QuickScreen:** The client utilized the two minute screening process to assess an individual's eligibility for all available assistance programs in a single interview. This tool allowed them to track the screening activity of their financial counselors and to make accurate program eligibility determinations across the health system.
- ▶ **QuickSheet:** This capability facilitated the submission of MAGI based Medicaid applications by sharing data with state based online portals or exchanges. This allowed the client to dramatically simplify the application submission process and reduce overall program approval cycle-time. This also provided tighter control over the submission process eliminating the potential loss of reimbursement revenue.
- ▶ **Reporting:** The comprehensive suite of reports gave the client the ability to measure the impact of converting self-pay accounts to available assistance programs, closely monitored at risk high dollar accounts, and measured staff productivity.

The Results

The MAPS solution has been live and fully implemented since the spring of 2017 and the health system has experienced dramatic improvements. They now have complete visibility over their self-pay account process allowing them to identify issues before they become serious problems. They are processing Financial Assistance applications 25% more efficiently than before, allowing them to right – size department staffing. Workflow automation allows accounts to move through the process with minimal or no staff interaction. They have also solidified their department's Key Performance Indicators and can track overall departmental performance and individual staff productivity.

25% 
**INCREASE
EFFICIENCY**
in FA Applications.

In total, MAPS has enabled this health system to save approximately \$1 Million annually on the cost to manage self-pay accounts, a five times return on their investment.

**Contact us today for more information or to
receive an in-depth solution demonstration.**



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