

CHICAGO COMMUNITY HOSPITAL DRIVES IMPROVED PATIENT ENGAGEMENT

"We implemented CCI EBO services within 30 days from the date the agreement was signed as a result of solid system integration and great teamwork."

Revenue Cycle Director

A COMMUNITY HOSPITAL CHICAGO, IL

A 200-bed, acute care facility, offering a variety of health care programs and services. Serving an urban Chicago community for over 120 years, this site is a premier health care provider where the patient comes first. They pride themselves as a family- and community-centered hospital.

BACKGROUND

The community hospital is located in the heart of the neighborhood it serves, west of downtown Chicago. As the largest employer in the community, the organization is deeply committed to its role as an influential leader focused on improving the community.

The hospital utilizes the MEDITECH information system and they are committed to fully realizing the potential the system has to offer. They do this through the use of system features and partner services.

For nearly fifteen years, the hospital had utilized CCI's traditional services, subscribing to a late-stage third-party agency effort just prior to bad debt placement. Since their initial implementation, they have benefited from the robust integration afforded by the joint solution designed by CCI and built into their MEDITECH system. Automation and ease of use have long been established tenants of the partnership and collection results have sustained a proven record of profitability, decreased bad debt, and low cost to collect.

SOLUTION

When the Revenue Cycle Director, joined the hospital, she found internal self-pay processes lagging behind. A major contributor to the gap in performance was a lack of staff in the self-pay collections area. She knew it was time to modernize the revenue cycle.

The Director's goal was to increase self-pay outbound phone contact and to give patients more options to pay without increasing internal staff. An internationally known vendor called with a proposal but the director first

considered using her existing trusted partner, CCI, because of the proven integration with MEDITECH.

CCI met with the Director to propose a solution in June, obtained a signed subscriber agreement in July and took the hospital live in August, within 30 days from the signed agreement.

Today, all self-pay (pure self-pay and self-pay after insurance) accounts are placed with CCI on day one. CCI designs and executes unique campaigns tailored specifically for the hospital's patient population, including scoring and segmentation, patient statements, inbound and outbound bilingual call resources, payment plan administration and management using email, text and IVR reminder messaging, as well as late stage agency letters prior to bad debt referral.





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RESULTS

Mutual goals were established at the time of implementation. Four months after go-live, every established goal had been achieved.

- Go live with an EBO within 30 days
- Establish extension of business office with trained and dedicated bilingual staff serving a predominately Hispanic patient population
- Transition from transaction fees to a performance-based contingency fee
- Implement new collection practices and technologies
 - Propensity to pay scoring and workflow automation
 - Interactive voice response (IVR) calls for inbound and outbound patient communication
 - Payment plan management with automated payment reminders (email, text, and phone)
 - New patient statements

Key EBO Metrics

- Gross self-pay collection performance **9.4%**
- Monthly cash collection average: **\$49,058**
- Patient payment plan trends:
 - \$124,398 pay plan inventory
 - \$13,060 expected in monthly payments
 - \$65 average monthly payment
 - Only 5.2% default

"We've trusted CCI for a long time. They understand our patients and know how to drive effective engagement"

Revenue Cycle Director

Payment Plan Trend

