

# AUGMENT SELF-PAY STAFF WITH IVR CALLS

“Using CCI is a cost effective way to extend our collections efforts. Our cost to collect is only 2.5% and our recovery rate trends above 30%.”

--Revenue Cycle Director

## CASE STUDY FOR A MIDWEST HOSPITAL

A regional healthcare provider, committed to improving the quality of life for the patients it serves. This 493-bed, not-for-profit hospital offers more than 60 specialty categories from more than 20 locations across a two-county geographical area.

### SITUATION

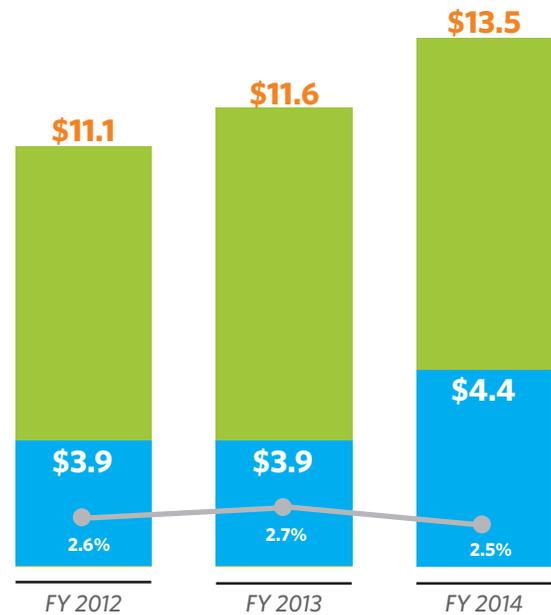
Hospitals have traditionally focused resources on areas other than self-pay collections and this regional healthcare provider is no different. With a staff of two collectors, the primary focus has been on accounts with large balances, those requiring financial assistance and charity care, as well as patients who need to setup payment plans.

For years, the hospital has utilized CCI’s pre-collect services to assist in their self-pay collection efforts. Because it has worked so well, they expanded their use of CCI services to include outbound Interactive Voice Response (IVR) calls. The hospital benefits from a letter series that emphasizes CCI’s collection agency status and prompts patients to pay while accounts are still in active AR. They also receive the added benefit of two phone calls directly encouraging patient payment.

### CHALLENGES

Patients struggle with greater out-of-pocket expenses, including high deductibles and increased co-pays. Like many providers, the hospital lacks the resources required to touch every self-pay account balance. In partnering with CCI, they are able to augment their collection staff and gain confidence that their collections strategy is sound.

CCI has helped the hospital to increase patient payments and reduce bad debt. The Revenue Cycle Director affirms the positive impact, noting the number of incoming phone calls received the day after an outbound IVR call campaign, and the corresponding lift to financial indicators they bring.



3 year collection cycle sample

- = Accounts Referred (millions)
- = Net Collections (millions)
- = Cost (as a percent of collections)

A long time McKesson partner, CCI software is a part of the patient accounting system, not a bolt-on interface. Because the software is jointly maintained and enhanced by the partners, it provides a high level of automation, visibility, and detailed reporting while remaining easy to use and maintenance free.

Implementation of the new IVR service was an easy process for this hospital, requiring only a quick change in configuration by CCI. Implementation included training from CCI staff and ongoing support.



## CASE STUDY FOR A MIDWEST HOSPITAL *(continued from front)*

### RESULTS

***The hospital has engaged in a highly effective, low cost and profitable relationship with CCI for increasing self-pay collections while reducing bad debt.***

Utilizing IVR phone calls is proving to be a great way to augment an existing strategy. A key benefit of IVR systems is that they are not limited to 40-hour work weeks. The service is available 24/7 so patients may take the opportunity to pay securely, over the phone, with a credit card.

The business office reports a substantial lift in cash while driving down the overall cost to collect. \$4.4 million has been collected at a cost of just 2.5%. Referred self-pay dollars are slightly higher as accounts are placed with CCI earlier in the cycle; this accommodate the execution of the first-party IVR phone calls to patients.

Compared to traditional dialing, the use of IVR technology to make outbound calls has dramatically increased the number of patients the hospital is able to reach each day. Making the switch from live staff to IVR has saved both time and money.

As self-pay trends evolve, the Director is continuing to explore new services offered by CCI to score, segment and better manage self-pay receivables.

*"In 2014, \$4.4 million was collected at a cost of just 2.5%."*



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