

# BRINGING SELF-PAY BACK INSIDE

“We were able to cut collection costs in half and provide better customer service.”

Bob Ondrizek,  
Director, Patient Financial Services  
Simi Valley Hospital

## SIMI VALLEY HOSPITAL SIMI VALLEY, CALIFORNIA

Simi Valley Hospital is a 188-bed facility serving the communities of Moorpark, Simi Valley, and the surrounding area. They are a member of Adventist Health, a not-for-profit health system that operates 17 facilities throughout California, Oregon, Washington, and Hawaii.

### SITUATION

In order to maximize efficiency, Simi Valley Hospital outsourced its billing and collection of patient balances 31+ days old to an extended business office (EBO).

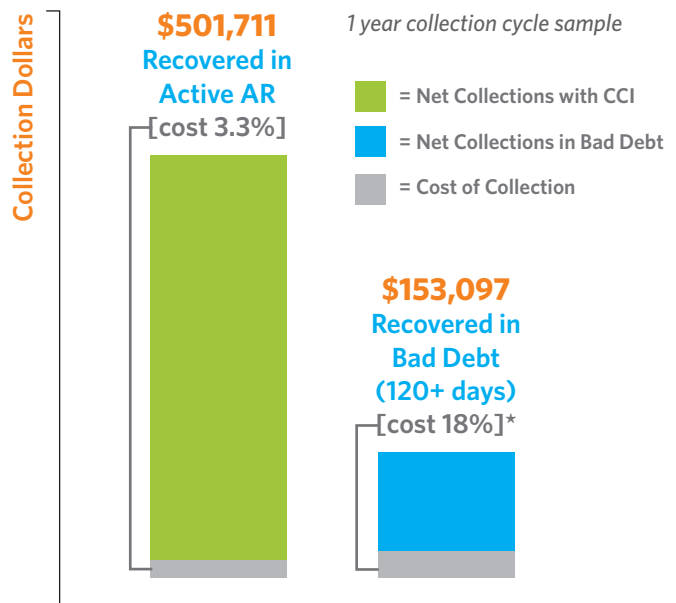
Over time, Bob Ondrizek, director of patient financial services, observed that the cost to collect was higher than expected because of the cost of the EBO and the need to continue to resolve patient inquiries internally. So Ondrizek developed a plan to bring self-pay back inside.

### CHALLENGES

Knowing that many patients simply need to be presented with more opportunities and options to resolve their accounts, Ondrizek chose long-time Cerner/Siemens partner, Computer Credit Inc. (CCI), to implement a collection campaign that included hospital statements followed by automated courtesy calls and collection agency letters—all within the active AR.

CCI's TelePROMPT service, driven by integration with Cerner patient accounting, helped Simi Valley engage more patients with the convenience of an auto-dialer, while empowering the hospital to reach a larger population through consistent messaging regarding the convenience of online credit card payments. Throughout the process, patients can easily connect with a live person at Simi Valley. If accounts remain past due, collection agency letters are deployed to escalate the collection process while patients still have the option to work with the hospital. Every effort is made to resolve an account before placing someone with an agency in bad debt.

## Cash Flow Improvement



\*average bad debt contingency rate among CCI customer base

### Impact on Bad Debt

A fundamental benefit of CCI is the cash flow improvement that is delivered to the active accounts receivable (AR). Every organization has expected revenue that is deemed uncollectible and is consequently referred for outside collections. When that action is taken in bad debt, the organization forfeits their relatively low cost to recoup these dollars in AR in exchange for escalated collection efforts by an outside agency.

Patients that carry an outstanding balance on their medical bills respond differently to collection agencies, and a significant population resolve their accounts early in the bad debt process.

CCI serves as an automatic filter so that healthcare clients can recover revenue earlier and at a lower cost than what is incurred with bad debt agencies.



## BRINGING SELF-PAY BACK INSIDE (continued from front)

### RESULTS

*Simi Valley has decreased their cost to collect self-pay before bad debt placement by more than 60%, from an average of 10% to below 4%. In 12 months, over \$500,000 in self-pay has been collected and prevented from bad debt placement. "Before CCI, we did not have the staff or resources to place outbound calls," says Ondrizek. "Patients can now pay by phone with their credit card, and the dollars are routed directly to our merchant account without the need for staff intervention."*

The hospital can now handle a larger volume of accounts with fewer staff at a lower cost than outsourcing. Said Ondrizek, "Bringing self-pay back into the organization has allowed us to provide better service while reducing the overall cost to collect. And if an account does end up in bad debt, we know that we have done everything we can to help the patient resolve the outstanding balance."

"CCI is well-integrated with Cerner. Implementation is a very easy process and the system works great."

Bob Ondrizek,  
Director, Patient Financial Services  
Simi Valley Hospital



POWER ON THE **INSIDE**

PO Box 5238 Winston-Salem, NC 27113-5238 800.942.2995 sales@cciws.com

Request a demonstration  
and value assessment

[www.ccipowerinside.com](http://www.ccipowerinside.com)