The Challenge:

Automate Active Self-Pay Recovery Processes

Gain Visibility over Status of Patient Accounts

Simplify Patient Billing by Consolidating Hospital and Physician Bills to a Single Integrated Patient Bill

Increase Patient Portal Engagement

The Solution:

CaptureNet Self-Pay Recovery Solution

The Results:

One Vendor, Integrated Process for Self-Pay Recovery

Proactive Monitoring of KPIs for Real Time Decision Making

Single, integrated bill for services rendered by Hospital and Physicians

Patient Portal Engagement Increased by over 100%

>$3 Million Increase in Self-Pay Recovery

Seeking a Vendor, Augusta University Health Systems Found a Partner:

Health System Improves Active Self-Pay Recovery Processes and Boosts Patient Engagement with CaptureNet

The Challenge: Streamline Self-Pay Recovery Processes; Gain Visibility Over Activities and KPI's; Consolidate Disparate Billing Systems Between Hospital and Clinics

There was a time Carol Howard, Director of Revenue Cycle Management at August University Health System, would have said she felt handcuffed by the manual, paper-driven processes that governed the health system's self-pay recovery process. The process was pieced together using services provided by multiple vendors. There was a lack of consistency in the information provided by her vendors which caused her team to struggle to determine the stage of collections and there was no automated integration of processes.

"*Our vendors could not provide us with visibility over our self-pay collection activities,*" explains Carol. "*Our processes were heavily dependent on information that was either not documented or invisible to us because of the manual nature of the processes in place. We knew we had to be more forward thinking. This was an area we needed to address with technology.*"

Also a priority for the health system was integrating the patient bills from the disparate billing systems in use by AU Health's hospitals and physicians into a single integrated patient bill that is easy for patients to review and understand.

The Solution: CaptureNet – The Only One-Vendor, Fully-Integrated Self-Pay Solution

AU Health solicited proposals from several national vendors, and the decision was made to implement CaptureNet. "*When we reviewed vendor proposals, we compared vendor performance numbers as well as the feature set provided by each potential vendor. CaptureNet's solution was the only one that would allow us to consolidate all our processes to a single vendor. CaptureNet manages every piece of our self-pay collection process. Before CaptureNet, our early-out processes, statement processes and customer portals were independent of one another. CaptureNet not only allowed us to consolidate those three products, but they automated the workflows between them and did so at a cost that was less than what we were paying before.*"

"*CaptureNet enables the Patient Financial Services Team at Augusta University Health to monitor their Key Performance Indicators (KPI's) in virtual real time,*" explains Steve Reid, Principal at CaptureNet. "*Prior to implementing CaptureNet, AU Health was reviewing their self-pay recovery performance through a rearview mirror, so to speak. Now they*

are looking at BI dashboards, proactively navigation data for decisions based on current activity."

Return on Investment was not the only factor that was considered in AU Health's decision to choose CaptureNet as its vendor. *"CaptureNet's demonstrated knowledge and expertise weighed heavily in our decision to select them as our self-pay solution provider. CaptureNet has a firm understanding of the challenges facing the revenue cycle industry, and the innovation behind their holistic solution demonstrates that. We got more than a vendor with CaptureNet: we got a partner. A lot of vendors try to call themselves partners. A true partner is one that's with us not just at the time of implementation, but as part of our routine operations. The entire CaptureNet Team is in the trenches with us. I cannot recall a single time I have asked for help and not gotten a response."*

Keturah Mungo-Sanders, Customer Service Manager adds, *"The team at CaptureNet isn't afraid to tell us if and where our processes need changes. The ongoing constructive criticism provided by their implementation and support teams has made us better. They make it their mission to understand our goals. We don't get that level of group think from vendors very often. Not only does the CaptureNet team offer their expertise, but their advice works!"*

The Results: **Streamlined Processes, 24% Improvement of Self-Pay Recovery, Proactive Decision-Making Intelligence, Patient Invoice Consolidation, and Increased Patient Engagement**

"CaptureNet has achieved everything we hired them to do. All our processes that were once performed manually, like the posting of self-pay payments, have been replaced with automation resulting in a decrease in our operating costs. In addition, our self-pay collections are up," says Carol. Since the implementation of CaptureNet, AU Health has realized a 24% improvement in self-pay recovery: an increase of over $3 million.

CaptureNet has also boosted patient engagement rates between the health system and its patients. CaptureNet has enabled AU Health to consolidate patient bill from the hospital and its physicians into a single, integrated patient bill. Patient portal adoption has increased over 100%. *"Our patients are elated by the level of detail they can see in our customer portal,"* says Carol. *"Our portal provides a retail-like experience for our patients. Patients can self-serve their accounts anytime of the day. Through the portal, patients can view detailed transactions, review copies of actual statements received, setup auto debit payment plans or make one time current or future payments. Patients can also download and print charity care applications. Should they need to speak to a customer service representative, they can obtain the phone numbers they need to speak to a live person, or they can choose to live chat with a CaptureNet agent from within the portal."*

"We're very pleased by the encounters between CaptureNet's Patient Billing Advocates and our patients," adds Keturah. *"We have the ability to audit all customer service calls. I've seen the Patient Advocates carry the torch for a patient, so to speak, to make sure that a problem they are facing is addressed to completion. The CaptureNet agents are always positive. It's evident to me that CaptureNet trains its staff that the expectation is to always do right by the patient."*

CaptureNet's sole focus is innovation in leading the industry in creating new best practices through our software & service hybrid solution for comprehensive active self-pay management.

For more information on how CaptureNet differs from traditional self-pay recovery solutions, please visit our website at www.capturenet.com.