

Case Study

MedAssist Reaches Out to the Uninsured

MedCentral Health System

is one of the most progressive acute care hospitals in the country. The 351 private bed, non-profit hospital system is located in Mansfield, Ohio and provides healthcare services to the communities in North Central Ohio. MedCentral Health System's services include neurological and cardiovascular surgeries, diagnostic testing and trauma care for both inpatients and outpatients. MedCentral Health System's annual admissions exceed 13,000 patients. They are a Level II Trauma Emergency Department that treats more than 46,000 patients annually.

The Challenge

MedCentral Health System was having a difficult time with their revenue cycle due to their self-pay population.

The Solution

MedCentral Health System partnered with MedAssist to provide a comprehensive approach to all facets of eligibility services, including onsite staff at the hospital, back-end follow-up and field staff that make home visits.

The Results

Since project inception, MedAssist has converted 82% of total dollars referred and has given MedCentral Health System's staff the ability to focus on other projects.

► The Situation

Like most hospitals across the country, MedCentral Health System has had revenue cycle challenges created by their self-pay patient population. MedCentral Health System felt they could assist their patients by implementing an eligibility services program to inform patients of the availability of government funded programs. This service would in turn provide MedCentral Health System access to preventive health care and eliminate their outstanding medical bills.

MedCentral Health System attempted to implement an internal eligibility screening process throughout the hospital system. Their Social Service staff conducted eligibility pre-screening with self-pay inpatients prior to discharge. They hoped that this process would identify patients that potentially qualified for a government funded program. After identifying these potential patients, MedCentral Financial Counselors would interview the patients. According to Mr. Rick Fisher, Manager of Patient Financial Services at MedCentral Health System, this pulled his staff away from their work and was more of a "hit and miss" approach to identifying and screening self-pay patients. In addition, the internal program was lacking a "follow-up" component in order to support the initial screening and application process.

► The Challenge

Mr. Fisher began interviewing eligibility service companies to provide a comprehensive approach to all facets of the eligibility process. MedAssist offered to provide staff on site at the hospital to screen self-pay patients for eligibility. MedAssist would also complete a back-end follow-up process for hand-holding the patient through the application procedure and interacting with applicants and eligibility agencies. Our field staff would make home visits and produce comprehensive reports for tracking and trending performance. In addition, MedAssist offered its social services approach when working with patients, which would encourage greater patient cooperation in the application process.

Mr. Fisher was impressed with MedAssist's credentials and experience. He found MedAssist to be pro-active in the development of agency relationships for processing applications. Mr. Fisher decided to use MedAssist's Eligibility Services for his health system.

► The Solution

MedAssist accompanied Mr. Fisher to meetings with the County to fuse the working relationship between the hospital, the Agency and MedAssist. As the eligibility application processing agencies continue to handle large volumes of applicants, MedAssist's interaction has proven to be of help in gathering required verifications and assisting with other application requirements. This makes the application process move more smoothly and timely for application processing. MedAssist's interaction with the application process in Ohio is a great benefit to the agencies. According to Mr. Fisher, the hospital, MedAssist and the County Agencies are "good community partners".

Since the eligibility services partnership began in 1999, MedAssist has converted more than \$10,000,000.00 in patient charges to a payer source, which is 82% of the total dollars referred to MedAssist since date of inception. MedCentral Health System's revenue increased and levels of disproportionate share reimbursement continued to climb annually as a result of the conversions. As a the sole source and preferred eligibility vendor for VHA, MedAssist has benefited the bottom line for the hospital by providing discounted membership pricing. MedAssist's performance scores through the annual VHA client survey reflect outstanding vendor service to MedCentral Health System.

In August of 2006, MedCentral experienced problems as a result of a computer conversion Mr. Fisher looked to MedAssist again for assistance by outsourcing existing A/R. He felt it made sense to go with a vendor that had a "proven track record". The project was implemented quickly to reduce the number of A/R days and increase cash flow was very successful. Here is another example of why Mr. Fisher considers MedAssist "the best vendor out there".

About MedAssist

MedAssist, a Firstsource Company, provides a comprehensive suite of innovative, technology-driven eligibility and revenue cycle management services, including Medicaid Eligibility, Receivables Solutions, Business Office Outsourcing and Collection Services. MedAssist utilizes a social service approach and a commitment to patient dignity, compassion and integrity to improve cash flow, maximize reimbursement and reduce bad debt. All MedAssist's major service lines are approved by the HFMA Peer Review.

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Recently, MedCentral Health System has further expanded its partnership with MedAssist to include patient credit card financing. The Medical Advantage Plan ("MAP™") works well in conjunction with eligibility services or as a stand-alone service. For those patients that are ineligible for government funded programs, MAP™ can assist patients with their medical bills. MAP™ requires a very simple application and approval process to obtain a credit card for healthcare costs. Including this service within the revenue cycle provides an additional payment option to the uninsured and underinsured.

When Mr. Fisher was interviewed and asked to comment on the service he receives from MedAssist, his response was "MedAssist provides outstanding customer service and performance and has always made me feel as if I were their most important client." For MedAssist, this is the ultimate compliment as we always focus on excellent results and client satisfaction.

► Benefits of MedAssist's Eligibility Services:

- Improve patient satisfaction by providing community and social services
- Reduces A/R
- Decreases bad debt
- Early Identification of patient profiles expedites application filing
- Captures a greater number of applicable indigent care days for DHS
- Nationwide experience base eliminates problems associated with local and state-specific regulation

About Firstsource

Firstsource (NSE: FSL.NS, Reuters: FISO.BO, Bloomberg: FSOL@IN) is among India's leading BPO (business process outsourcing) service providers. Firstsource provides customized business process management to global leaders in the Banking & Financial Services, Telecom & Media and Healthcare sectors. Its clients include "Fortune Global 500" banks, "Fortune Global 500" telecommunications companies and "Fortune 100" healthcare companies. Firstsource has a global delivery model with operations in India, US, UK & Argentina and Philippines.
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