

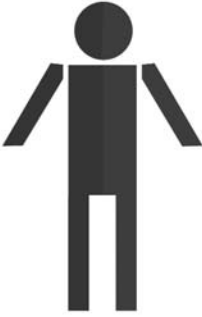


The bullet points below include some suggested talking points to help your discussion.

- This is a diagram of many of our internal and external customers and it is for your reference.

Understanding the Dual Role of the Patient

- Patient
 - Needs to be treated with kindness and compassion
 - Needs service to improve their quality of life (or the life of a loved one)
 - Treated with respect

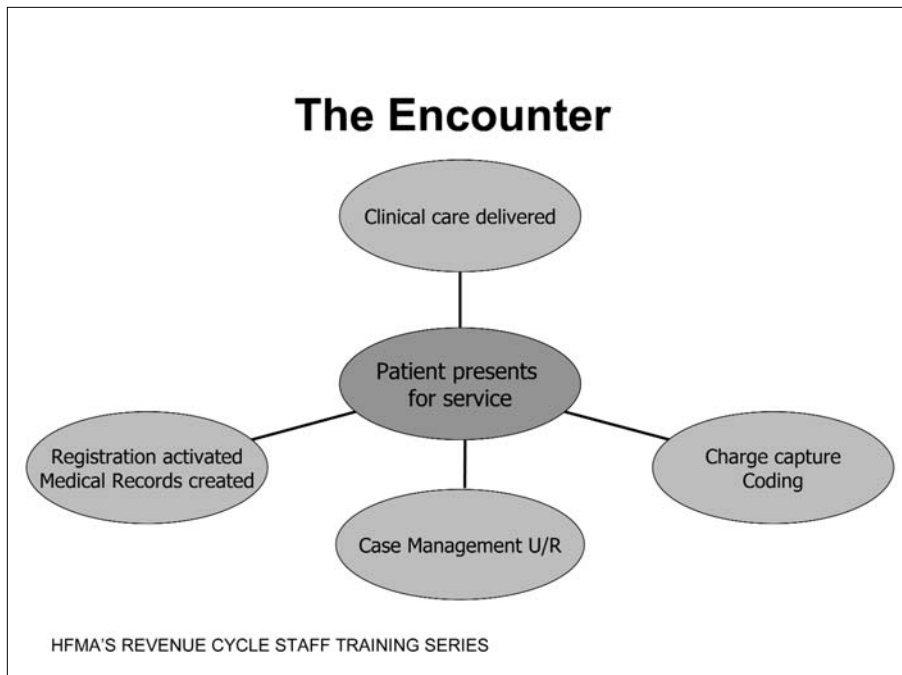


- Consumer
 - Wants access to information
 - Is concerned about cost and quality
 - Treated with respect

HFMA'S REVENUE CYCLE STAFF TRAINING SERIES

The bullet points below include some suggested talking points to help your discussion.

- A significant shift in healthcare: Insurance companies want patients to take more responsibility for their healthcare by increasing patient portions. As a result, patients are beginning to “shop” for healthcare. If a patient has to pay 20% out of pocket for a procedure, he or she has more “invested” in the care. In other words, the patient becomes a consumer shopping for the best quality healthcare at the best price. So before scheduling the procedure, the patient is a consumer. The consumer wants information to help him or her make a decision.
- But when that individual enters the facility for the actual procedure, his or her role shifts from that of a consumer to a patient. Patients want to be treated with kindness and compassion. Their primary focus is on the service they will be receiving, not necessarily the cost of the service.



The bullet points below include some suggested talking points to help your discussion.

- This is a diagram of the main process steps that occur in the Encounter stage and it is for your reference.
Additional lecture material below on the Encounter stage can be used based on facility need. This will add to the overall timeline.
- **Patient Presents:** First point of contact for patients; first impression of your organization; sets the tone for the rest of the encounter
- **Registration and Medical Record Activated:** Activate the patient's encounter; capture missing or incomplete data elements; coordinate data information and flow
- **Clinical Care Delivered:** The provider of service (physicians or clinicians) delivers the care; coordinates additional healthcare needs
- **Charge Capture and Coding:** Generate revenue for services provided; code and classify data for reimbursement
- **Health Information Management:** Ensure health information is complete, accurate and available to legitimate users
- **Case Management:** Conduct clinical reviews to evaluate acuity and optimize patient flow
