Martin Health System  
An Emdeon case study detailing a successful Health Information System and revenue cycle solutions integration project

Background: “Top 100” Hospital Elevates Efficiencies, Lowers Costs in the Revenue Cycle

The healthcare revenue cycle is a sophisticated mix of components that must be able to function in harmony with each other, as well as other systems and processes. No institution knows this better than Martin Health System, a not-for-profit, community based organization in Stuart, Florida. The organization has built a solid reputation for clinical excellence…one that has carried into the revenue cycle.

Martin Health is comprised of two hospitals with 344 total beds, two MediCenters, a free-standing emergency center and several outpatient clinics. The organization, which serves more than 100,000 patients annually, has a track record of clinical distinction. Renowned for its exceptional cardiac care and knee and hip replacement expertise, Martin Health was recognized as a “Top 100 Hospital” by Thomson Reuters for the seventh time in 2012.

Martin Health’s revenue cycle staff share an equal vigor for excellence. The organization has long focused its energies on lowering collection costs by eliminating manual processes; increasing revenue through more time-of-service collections and reducing bad debt by helping self-pay patients secure third-party financial assistance.

Client: Martin Health System
344 bed, two hospital medical center with a free-standing emergency center and two MediCenters
More than 100,000 patient encounters annually
Named a “Top 100 Hospital” by Thomson Reuters for the seventh time in 2012

Challenge: Deploying a new Health Information System (HIS) that also integrates with leading, intelligent revenue cycle capabilities.

Solution: A team-based integration between Martin Health’s current Revenue Cycle Solution vendor Emdeon and the HIS Martin Health chose, Epic® Inpatient Registration, ADT and Hospital Billing software to provide a streamlined process without disrupting cash flow.

Results: Revenue cycle operations remained on track and cash flow was steady. Martin Health landed in the top ten percent of Epic’s conversion statistics after the system went live.
The Challenge

Longtime Emdeon customer Martin Health has leveraged Emdeon Revenue Cycle Solutions end-to-end to streamline revenue cycle activities, including insurance eligibility verification, credit checking, address confirmation, patient responsibility estimation, claims processing and cash posting, among other capabilities.

In 2011, Martin Health began converting its HIS from MEDITECH to Epic. The organization’s leaders were pleased with the results from Emdeon and made the decision to retain Emdeon’s Revenue Cycle Solutions. However, they realized that integrating Emdeon’s revenue cycle technologies and processes within the Epic workflow would be a major challenge if not handled properly. “If you have gone through a conversion, there are hundreds of tasks that have to be completed,” says Carol Plato, Administrative Director of Corporate Business Services for Martin Health System. “I look to my vendors to carry a lot of that weight. The only way I could do that was through the trust that I had in Emdeon. Emdeon was crucial in the transition.”

The Solution: A Team-Based Approach to Conversion

Like anyone going through a similar conversion, Martin Health was concerned about their revenue cycle and wanted to be sure there was minimal disruption. It also wanted to ensure that Emdeon solutions would integrate seamlessly within the Epic workflow. Leadership knew that Emdeon implementation support staff was familiar with all revenue cycle management technology in use at Martin Health.

“Emdeon is our single vendor partner for revenue cycle capability so they know every single product we have and how we use it,” says Plato. “That expertise was critical because them knowing how everything worked together both under our legacy system and any changes in process we would face once live on Epic was extremely valuable in preparing us for success.”

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Leaders were also pleasantly surprised with the Epic team’s response to their concerns about the conversion. “During preparation before our go-live date, Epic asked who our provider was going to be for claims,” Plato recalls. “When we told them Emdeon, there was a huge sigh of relief from them, which made me feel confident, knowing Epic felt they had a good relationship with Emdeon.”

Martin Health knew that strong communication would be the lifeblood of the HIS conversion. Emdeon and Epic met regularly with the organization to ensure all parties were in lock step. This reassured Martin Health staff that progress was being made on the conversion allowing them to focus on other priorities. “Emdeon and Epic jointly decided they would have weekly status calls to monitor the conversion and outline who exactly was going to be responsible for what during the migration,” according to Plato. “I found that very beneficial and reassuring.”

Results: Operations and Cash Flow Didn’t Skip a Beat

The key to the successful conversion, according to Martin Health staff, was the two companies’ commitment to maintaining a rigorous schedule. The organization also appreciated the flexibility that Emdeon offered in regard to how the system would be configured. The company supported final decisions by the Epic team and Martin Health leaders every step of the way.

“In addition to knowing the technical aspects of their solutions and processes, Emdeon knows the revenue cycle and understands what it takes for an Epic conversion,” Plato relates. “That was a key factor in our successful conversion to Epic because the workflow can change dramatically.”

Operations was not affected and cash flow remained steady for Martin Health during the conversion. “We didn’t have a disruption in our revenue cycle moving to Epic,” according to Plato. “We continued to send claims out on both the legacy and Epic system and Emdeon handled all those files seamlessly. Our cash remained steady.”

Following a brief on-site training program led by Emdeon, Martin Health staff members were quickly up to speed on how the Emdeon Revenue Cycle Solutions would operate within Epic’s system. “Martin landed in the top ten percent of Epic’s conversion statistics after go-live and the reason we got there had a lot to do with Emdeon and how well prepared they were in helping us get claims out and get payments back in,” recalls Plato.
Emdeon and Epic also helped ensure that Martin Health experienced a smooth and timely transition to the HIPAA 5010 transaction standard, which reassured the organization that the two companies would continue to stay on top of important industry developments impacting technologies and processes, including the upcoming conversion to the ICD-10 coding standard.

Following the conversion, Martin Health staff picked up where they left off collecting accurate financial and eligibility information, which allows patient access staff to inform individuals of their expected costs during check-in or check-out. Users have seamless access to these Emdeon capabilities via the convenience of Epic system’s registration module. The organization also leverages Emdeon claims management technology to submit timely claims and receive accurate payments.

All of these important features and more will assist Martin Health in its goals of achieving revenue cycle excellence for years to come.

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