

# Optimizing patient collections using analytics & IVR

A BOSTON CHILDREN'S HOSPITAL REVENUE CYCLE SUCCESS STORY



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## About Boston Children's Hospital



Shared Service Center within the **Physician organization** at Boston Children's Hospital, was created in June 2016 to align and centralize the **Physician Billing and Collections** effort on behalf of the **17 foundations and 1200 providers** that render services within the Boston Children's Hospital organization

### Vision and mission

For over 150 years, Boston Children's Hospital has maintained the same vision: to advance pediatric care worldwide. Our four-part mission is to:

- provide the highest quality of health care
- lead the way in research and discovery
- educate the next generation of leaders in health care
- enhance the health and well-being of the children and families in our local community



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# Business Challenges

- **Improve patient/family experience by reducing multiple points of contact**
- **Reduce Cost**
- **Leverage Technology**
- **Future State - Enterprise Customer Service & Self Pay Management**

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OUR SOLUTION



# Patient Experience

- **Propensity to Pay**
- **Personalized Messaging**
- **Self-Service Payment Portal**
- **Inbound and Outbound IVR**
- **Dashboards**

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OUR SOLUTION

# Cost Savings



Bring operations and technology **in-house**



**Saved \$750K** annually



**Collection rates remained constant** With better patient experience



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OUR SOLUTION

# Leverage Epic Environment

**Integrating IVR to Epic Payments**



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**OUR SOLUTION**

# Enterprise Billing Experience

AMOUNT NOW DUE  
\$3,250.00

PRIMARY INSURANCE: BCBS of Florida	SECONDARY INSURANCE: Commercial	TOTAL CHARGES \$18,050.00	PAYMENTS & ADJUSTMENTS -\$14,800
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**\$3,250.00**  
That you now owe

Your Detail of Services

PATIENT NAME	DATE	DESCRIPTION	CHARGE AMOUNT
<b>JAMES SMITH    PERSONAHEALTH WEST HOSPITAL</b>			
	03/17/22	EMERGENCY ROOM	\$1,200.00
	03/17/22	LAB	\$60.00
	03/17/22	PHYSICIAN	\$400.00
	03/17/22	INSURANCE PAYMENT	-\$1,300.00
		<b>ENCOUNTER BALANCE DUE</b>	<b>\$1,060.00</b>
<b>JAMES SMITH    PERSONAHEALTH WEST HOSPITAL</b>			
	03/14/22	ANESTHESIA	\$2,200.00
	03/14/22	OPERATING ROOM SERVICES	\$6,800.00
	03/14/22	PHARMACY	\$1,200.00
	03/14/22	RECOVERY ROOM (03/14/22 - 03/14/22)	\$1,200.00
	03/14/22	INSURANCE ADJUSTMENT	-\$4,000.00
	03/14/22	INSURANCE PAYMENT	-\$5,800.00
		<b>ENCOUNTER BALANCE DUE</b>	<b>\$1,800.00</b>
<b>JAMES SMITH    PERSONAHEALTH WEST CLINIC</b>			
	03/16/22	SUBSEQUENT FOLLOW-UP CARE LEVEL I	\$30.00
	03/16/22	VENIPUNCTURE AND DRAW	\$10.00
	03/16/22	PHYSICIAN PAYMENT	-\$15.00
	03/16/22	INSURANCE PAYMENT	-\$75.00
		<b>ENCOUNTER BALANCE DUE</b>	<b>\$100.00</b>

If you would like an itemized listing of your hospital charges, please contact our office.

Billing questions or an itemized bill request?  
Call PersonaHealth Patient Financial Services at 651.287.8200  
9:00am to 12:00pm and 1:00pm to 4:00pm, Monday through Friday.

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## What do **you** like the best?

Strategic IVR Campaigns

Epic Payment Integration

Improving Patient Behavior with the Right Campaigns

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# Results

- 🎯 **Saved \$750K** annually
- 🎯 **Reduction** in bad debt
- 🎯 **Maintained the same collection rate** even with an increase in patient responsibility balances
- 🎯 **Positive** staff response and engagement

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# Top Lessons Learned

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**Change Management**

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**Various Early Out Strategies**

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# Next Steps

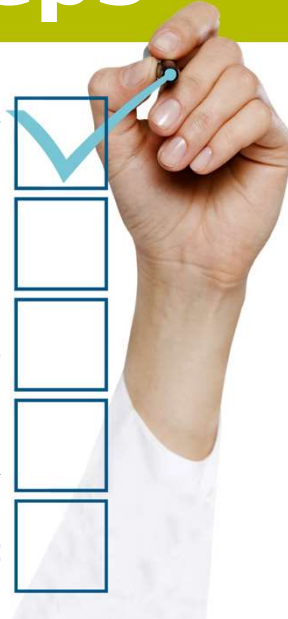
**Enterprise Customer Service & Self Pay**  
using Epic Payments

**Adding Propensity Scoring**  
for the hospital

**Consolidated Statements**

**Epic Integration**  
with RevSpring IVR

**Digital Engagement**



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## Final thoughts and... QUESTIONS?



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