

Optum

**Preempt
vs. manage:
The new age of
patient access**





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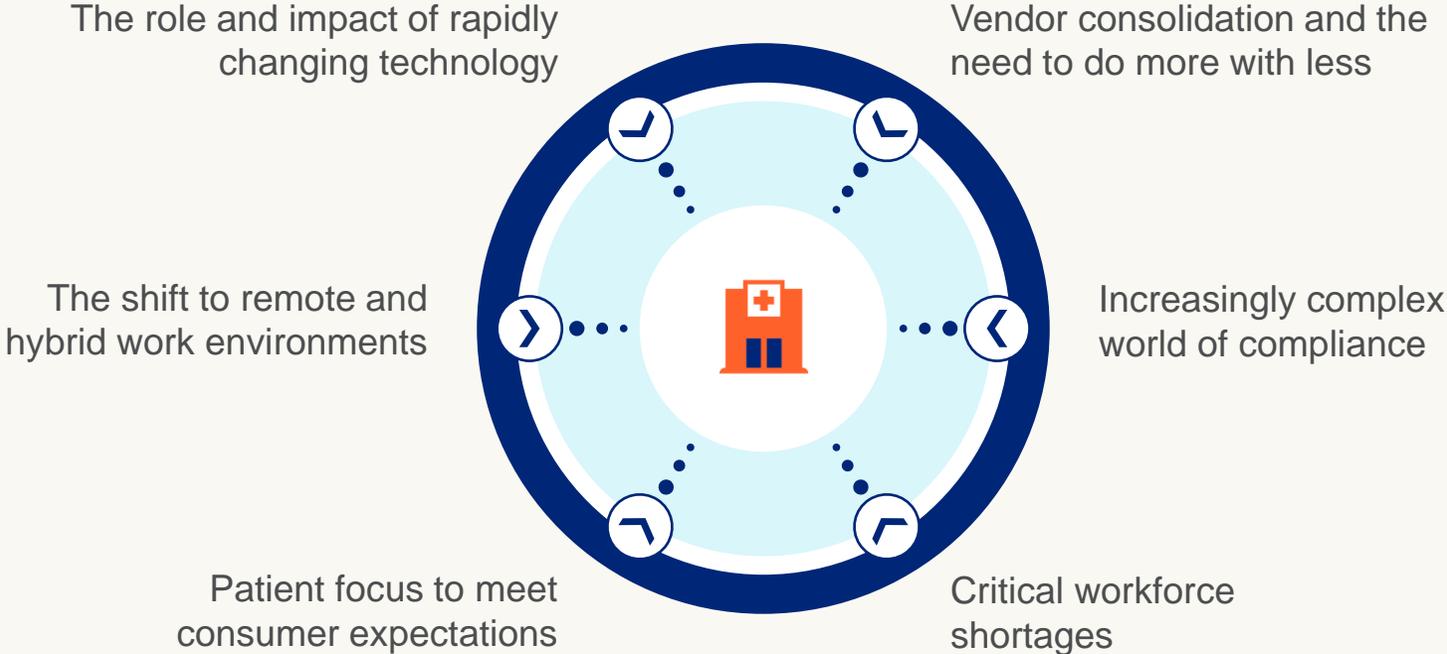
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Agenda

- 1 RCM industry challenges
- 2 How the revenue cycle is evolving
- 3 Areas to automate patient access, intake and engagement
- 4 5-step preemptive RCM strategy
- 5 Benefits and ROI

How the revenue cycle is evolving

Ongoing priorities for revenue cycle leaders



5-step preemptive RCM strategy



Identify recurring denial patterns



Improve patient financial experience



Ensure data integrity



Automate prior authorization



Verify insurance coverage

Powerful ROI



Higher margins

Hospitals that deliver a superior patient experience achieve 50% higher net margins than their average peers.¹



Fewer coverage denials

Of providers implementing patient-centric RCM, 77% saw their initial denial rates decrease, while 74% achieve a decrease in their final write-off rate.²



Reduced cost to collect

Patient collections are far less likely to become problematic when patients understand their bills and are given convenient, realistic ways to pay them, including installment plans



Greater long-term patient retention

As many as 93% of patients say a good financial experience is a deciding factor in determining whether to return to a specific provider.³



Higher revenue

When administrative and financial friction is removed from the patient-provider relationship, the likelihood of full and timely payment is increased.



Reduced administrative burden

Automating patient interactions and front-end processes reduces workloads for administrative support staff and clinical staff.

1. Ellison A. [Study: Hospitals that deliver superior patient experience see 50% higher margins](#). Becker's Healthcare. May 11, 2016.

2. [Prioritizing Investment in the RCM patient experience](#). Change Healthcare.

3. Heath S. [90% of patients say loyalty relies on patient financial experience](#). Patient Engagement HIT. Dec. 7, 2021.

Preempt vs. manage

Benefits of a preemptive RCM strategy



Attract, retain,
engage staff



Ensure data
integrity



Prevent denials



Improve the
patient experience



Collect more
revenue and
patient cash



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Thank you

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