

Case Study

Referral hospital improves Medicaid revenue by 60% with accelerated claims approval

Fusing streamlined workflows to advance public benefits

A referral hospital sought to expedite eligibility and enrollment for its high volume uninsured and underinsured patient population by enhancing financial advocacy and support.



Solution Overview

IntelliGuide, Patient Advocacy,
Eligibility and Enrollment

Results



60%

Increase in Medicaid
Revenue in Six Months



42%

Increase in Medicaid
Referrals within one year

Challenges Summary

- Lack of streamlined Patient Eligibility and Enrollment workflow
- Significant staffing shortages
- Poor staff productivity and efficiency

Creating price transparency

The client is a major referral hospital delivering medical services across four centers of excellence including Heart Care, Cancer Treatment, Women's and Children's Services, and Senior Services. The hospital's patient population comprised mostly uninsured and underinsured patients.

The lack of a streamlined Patient Eligibility and Enrollment workflow meant that its patients did not have a clear understanding of their out-of-pocket expenses prior to accessing care. This resulted in significant financial burden for the patient population and growing bad debts for the hospital. The hospital wanted to engage its high volume uninsured and underinsured patient population early in the care delivery process and offer services to help alleviate the financial strain across the patient care journey.

Addressing staffing shortages

At the same, the hospital was also witnessing a staffing shortage and wanted to improve staffing efficiency using best practice-based workflows.

Reimagining patient eligibility and enrollment

Hospital leaders decided that a custom approach was vital to success. They partnered with Firstsource to help connect patients to public medical benefits, with the goal of increasing patient peace of mind and decreasing uncompensated care and bad debts. Firstsource deployed its proprietary IntelliGuide™ Advocacy Services to design and support the Patient Eligibility and Enrollment process for its uninsured and underinsured patient population.

Firstsource helped the hospital improve Medicaid revenues by **60%** in just **6 months**

Solution Synopsis

- Deployed proprietary solution IntelliGuide.
- Customized eligibility and enrollment workflows for each of the hospital's four centers of excellence encompassing cross-functional team touchpoints and personalized patient engagement models.
- Provided support in loading coverage, dropping claims, and monitoring the entire eligibility process.

What's your challenge?
Let's work together to solve it
To speak to our experts,
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Customized Solution

To streamline processes, PatientMatters created tailored eligibility and enrollment workflows for each of the four centers of excellence. The custom workflows were designed to create end-to-end claims visibility. The Firstsource Advocacy team helps with loading coverage, dropping claims, and monitoring the entire eligibility process.

Collaborative workflows

The workflows incorporate cross-functional team touchpoints and collaboration guides to enhance staff efficiency and productivity. It also included personalized high-touch patient engagement methods for education and faster claims approval to elevate patient satisfaction and care outcomes.

Delivering excellence

With over 30 years of experience, the Firstsource Advocacy Team carried out its best practice protocols and procedures, resulting in accelerated claims approval which offset days in accounts receivable and improved cash flow.

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Helping customers **stay ahead** of the curve through transformational technologies and capabilities

Firstsource Healthcare Providers is a division of Firstsource Solutions Limited, a global leader in digital-first Business Process Management (BPM) solutions. Firstsource Healthcare Providers brings together two industry-leading brands – MedAssist and PatientMatters – helping hospitals and health systems unlock their revenue cycle potential while elevating the patient financial experience.

Our **Digital First, Digital Now** approach coupled with the human touch heightens engagement across the patient journey, rapidly maximizing reimbursement, increasing cash flow, and reducing bad debt.

We currently help over a thousand hospitals, health systems, and physician group practices across the US personalize patient engagement and drive revenue excellence.

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