



REVENUE CYCLE SOLUTIONS
SUMMIT
A HIMSS EVENT

FEBRUARY 11, 2019
ORLANDO, FL



**The Patient Behind the Bill: Creating a
More Satisfying Consumer Financial Journey**

www.HIMSSConference.org | [#rethinkRCM](https://twitter.com/rethinkRCM)



About the Speaker

- Michael is responsible for account management and charter for a structure that redefines the patient financial experience for the largest Provider in Idaho.
- 20 years of experience in customer management and patient experience working for firms such as Capital One and Hewlett-Packard.
- Michael holds a BS in Marketing from the University of Tampa, MBA from Northwest Nazarene University, and a dual Ph. D. in International Business & Decision Sciences from NOVA Southeastern University.



Michael Rawdan
System Senior Director, Revenue
Cycle & Patient Experience

St. Luke's Health System

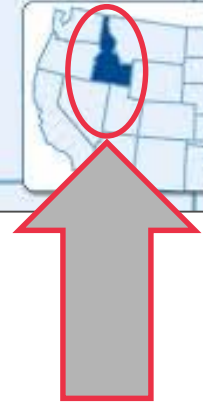


St. Luke's Health System

Largest health system in Idaho

Until October 2016, we had eight unique EMRs

- Since then, we have moved to an all Epic environment



*Non-Medicaid
Expanded State*

Organization Facts & Figures

Hospital Beds:	1,130	Clinic Locations:	200+
CAH Beds:	225	Aligned Physicians:	1,300



SLHS Clinical Bragging Points



**Centers for Medicare and
Medicaid Services – 5-star
rating for Boise and
Meridian locations**

Healthgrades' 250
Top Hospitals for
Clinical Excellence



**15 TOP
HEALTH SYSTEMS**

2017

healthgrades®





It's participation time!



Why Creating a more Satisfying Financial Journey is important

1. Sets foundation for better clinical care:

- Less stress, more feeling in control
- Fewer admits and readmits

2. **Our hypothesis:** Strong experience improves payment performance and enables efficiencies

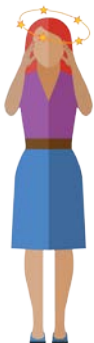
- Effectively lowers costs and enables higher patient return rates
- Not an hypothesis any longer!



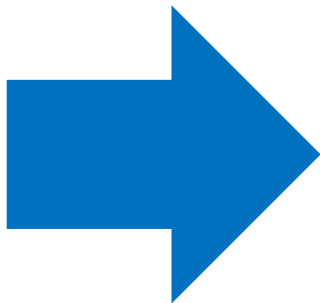
Step 1

So we started our Journey....

Start of FY2015 (baseline)



**Top Box
28%**

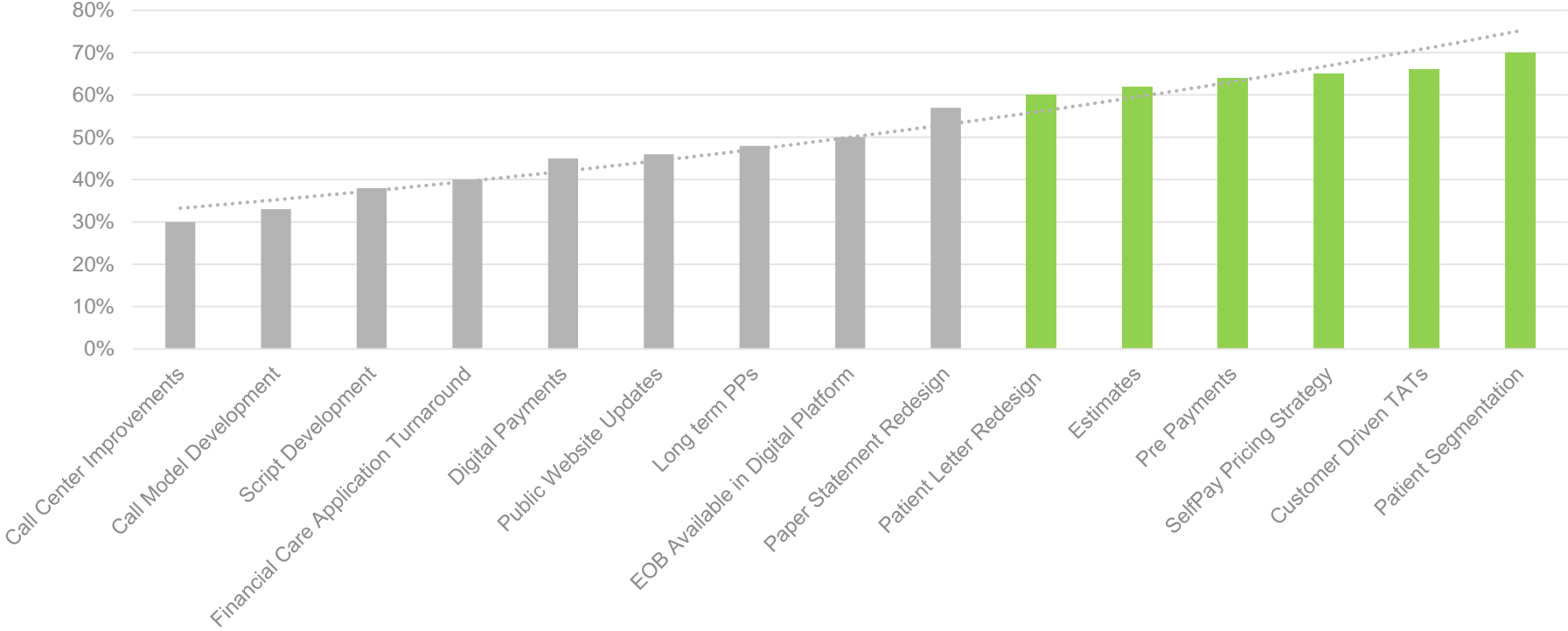


What Patients told us:

- “I don’t understand these bills.”
- Can’t talk to someone without a long wait.
- Inconsistent answers.
- No digital options to view or pay.

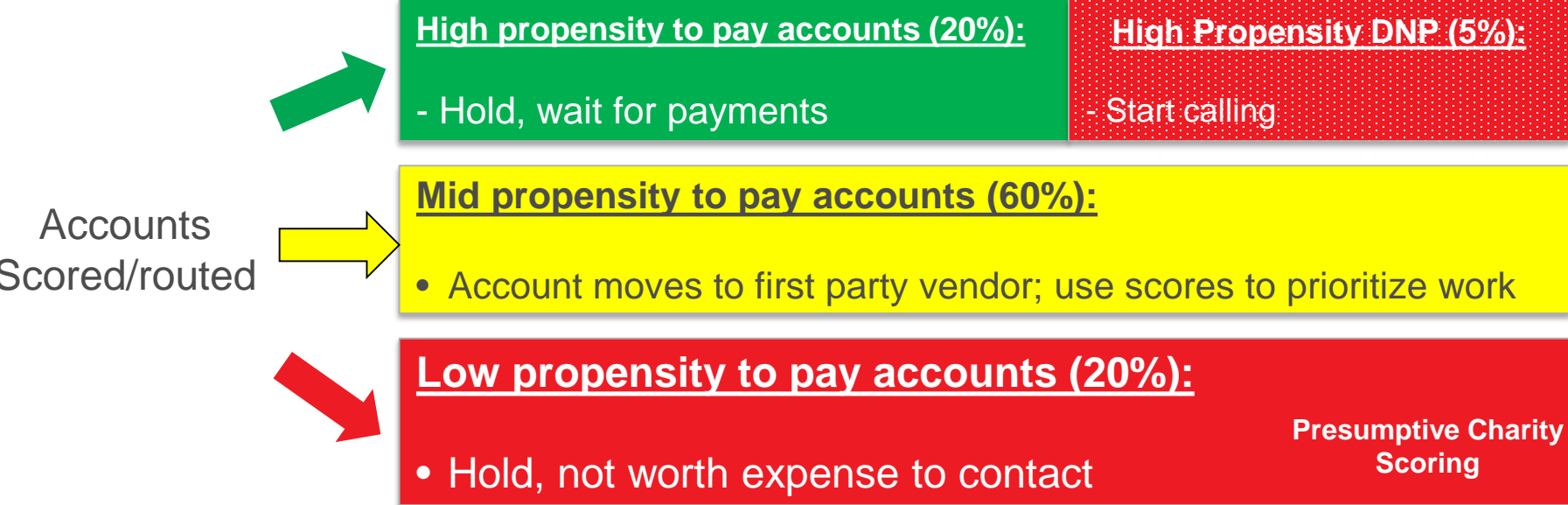


Patient Financial Experience Improvement Projects





Installed scoring, segmentation into operations





Understand Patient wants/needs, then solve

What patients told us they need (digitally):

1. Seamless digital entry and use; single sign-on.
2. Would like to manage the “family” with one log-in.
3. Ability to see/compare EOBs along side Statements (self-service).
4. Pay or make payment term arrangements.
5. Keep me informed (TILA) and safe (PCI/HIPPA).



Home

Visits

Finance Plans

Payments

Documents Help Notifications Jane

Easy and HIPAA compliant household consolidation

Flexible payment options that dynamically adjust for each consumer's unique circumstance

Amount due by Jun 22, 2018

\$1,500⁰⁰

Me	\$1,500.00
Larry	\$700.00
Total:	\$2,200.00

- Make a Payment
- Create Finance Plan

Varying discounts for prompt payment

Seamless integration with other health care portals

Drill-down to see visit-level EOBs alongside acute and ambulatory provider charges

Visits	Visit Details	Amount
JAN 04 2018	Physician Services Suzy Smith	\$300.00
DEC 20 2017	Endoscopy, Upper GI Jane Smith	\$1,200.00

- Customer Care
- My HealthEquity HSA Balance: \$900.50 as of 01:36 PM
- Patient Portal Go to your patient portal account
- My SelectHealth Plan Deductible remaining \$4,000.00



Part of the digital power is self-service



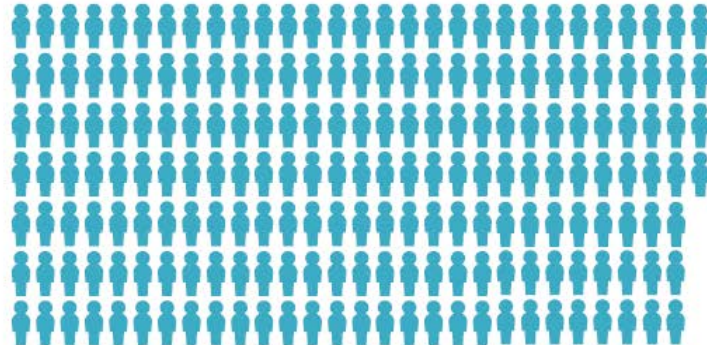
Ratio of accounts to customer service representatives



2,500 : 1



20,000 : 1

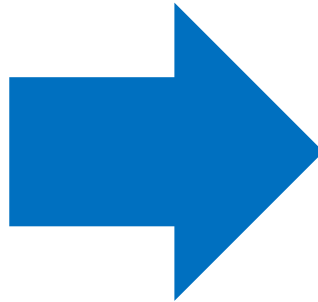




What patients are saying now..

Today:

Top Box
57%



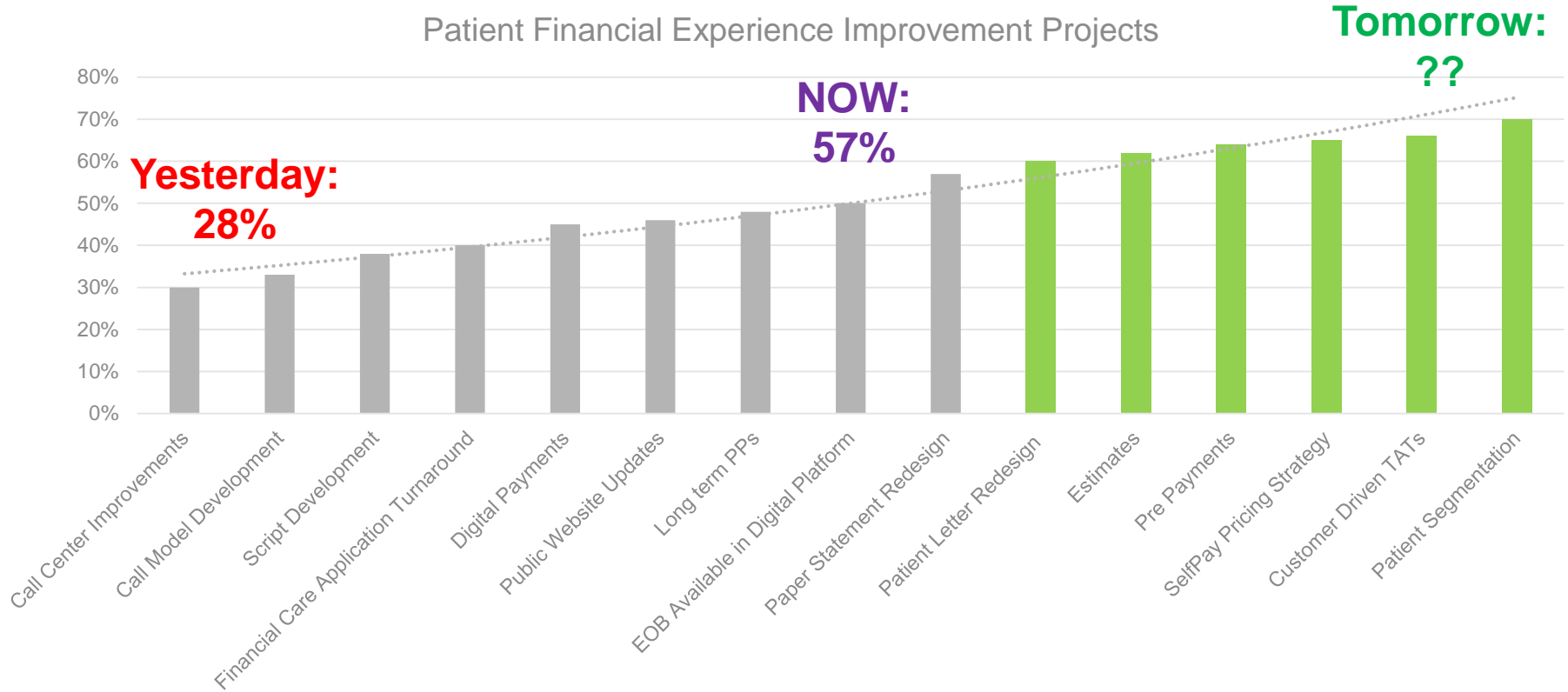
Recent patient quotes:

- “Easy sign-up process.”
- “Great plans so I can repay.”
- Short/No wait times.
- “Paper statement is 1000% better.”



Are we there yet?

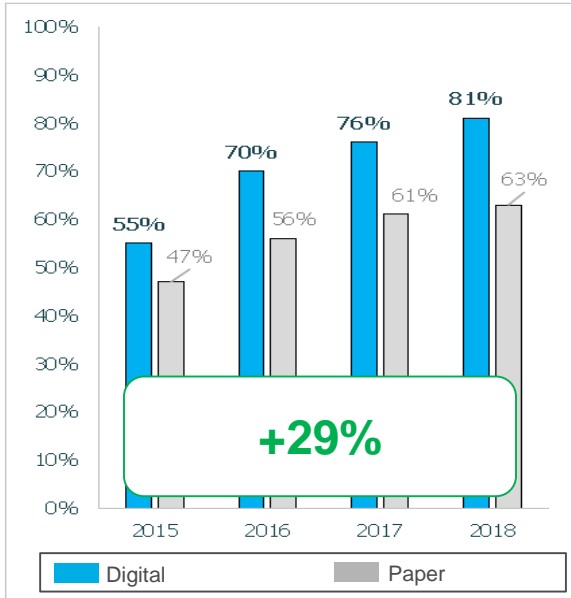
Patient Financial Experience Improvement Projects



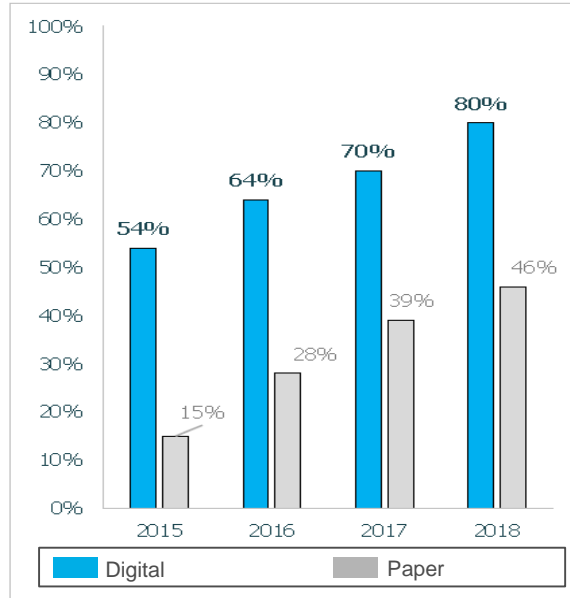


The “so what” is powerful...

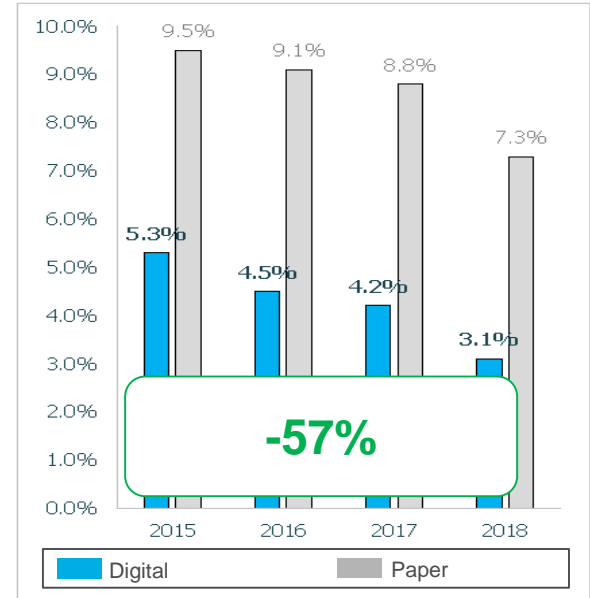
Yield



Patient Experience



Cost to Collect





Takeaways

1. Financial Experience can improve yields and decrease costs.
2. Do not attempt to treat all patients the same – Data/Analytics are your friend.
3. Automation and/or self-servicing to empower patients provides strong results.

A nighttime photograph of a city skyline reflected in a body of water. The buildings are illuminated with various colors, and palm trees are visible in the foreground on the right. The sky is dark blue.

Thank you

Michael Rawdan, Ph.D.

St. Luke's Health System