

# Automation and current payer data yield high returns for Colorado center

Rocky Mountain Cancer Centers automate revenue cycle management workflow to increase patient & staff satisfaction

At Rocky Mountain Cancer Centers (RMCC), care is provided in independent, physician-owned and managed cancer treatment centers. With 57 physicians across 20 locations, RMCC needed time saving and cost effective solutions to help streamline efforts across the organization. By implementing products that enabled workflow automation and process refinement in the areas of benefits eligibility determination, contract management, payer management and patient estimates, RMCC exceeded their efficiency improvement objectives and increased both patient and staff satisfaction.

## Challenge

RMCC was working with a vendor and looking for ways to help automate and streamline many processes within their organization to reduce the amount of manual effort required in several areas. One focus area was managing contracts. "When working variances, things that don't seem like a big deal are significant in the grand scheme of things," said Jayne Olive, AR Analyst, RMCC.

RMCC was managing underpayments through a vendor using a process where everything was line item adjudicated and an appeal on an entire claim was manual. Requiring a significant amount of time and resources, RMCC had to manually load the contract and fee schedule content and maintain it themselves.

Another area needing improvement was payer management. With payers continually changing their criteria and rules, RMCC needed a way to keep up with all the changes to ensure compliance with payer rules and enable payment certainty from payers.

## Solution

After comparing the capabilities of RMCC's current vendor to those from Experian Health, the choice was clear. While the primary reason for changing vendors was the functionality inside Experian Health's Contract Manager solution, RMCC also preferred the consistency and ability to now have management look at fee schedules and have an improved resource network when changes need to be made.

RMCC's new ability to send forms and pull information from letters specifically related to reason/root cause for appeal was another significant area of improvement—sending one appeal at a time was far too labor intensive vs. sending an aggregate, and Experian Health's Contract Manager helped RMCC achieve this.

Further, RMCC had only four payers loaded with their previous vendor —compared to more than 850 now with Experian Health. RMCC would have needed to hire additional staff to be able to manage this many payers and wouldn't have seen as much of a return.

**"The implementation and training with Experian Health was awesome, as has been their ongoing support, and the ability for us to better partner and communicate with our director of managed care to create more efficiency is priceless."**

**—Lori Bradshaw-Hucko**, Director of Operations for McKesson Specialty Health

## Rocky Mountain Cancer Centers

### Results

Implementing Contract Manager, Contract Analysis, Passport Eligibility, Patient Estimates (formerly Patient Responsibility Pricer) and Payer Alerts from Experian Health has helped RMCC achieve significant year over year return. "Having info at your fingertips vs. in file cabinets is critical," said Bradshaw-Hucko. "When you know when things change and information is always current, that's a huge benefit to the practice that isn't talked about as often as it should be," she added.

In order to sell the concept of Experian Health to upper management, RMCC looked at projected returns and under committed to an ROI of \$600,000 per year. "We've blown this out of the water at \$1 million year over year and that return hasn't trailed off," said Bradshaw-Hucko. An additional success was a significant and unexpected reduction in denials—RMCC's denial rate dropped to 27% in the first year of using Experian Health's solutions.

### Unexpected benefit

An unexpected benefit, which came from RMCC's usage of Experian Health's Contract Analysis solution, was the ability to run reports to analyze their drug margins. Because drug margins (variance data) are so crucial in a cancer center environment, RMCC's director of managed care uses Contract Analysis to renegotiate terms.

Bradshaw-Hucko and Olive have also shared their success story and experience with their peers within the organization to enable Rocky Mountain to enjoy the benefits of Experian Health's solutions company-wide. As Bradshaw-Hucko noted, their success has been a "powerful story in more than one way."

### About

Since 1992, Rocky Mountain Cancer Centers (RMCC) has been a leader in cancer care. They began as a small group practice of six physicians with a new approach to treating cancer—administering chemotherapy on an outpatient basis—and have since developed into Colorado's largest and most comprehensive provider of cancer care with 57 physicians treating patients in 20 community-based locations across the state.