

# Ban the clipboards

How West Tennessee Healthcare replaced clipboards with clicks, modernizing patient intake

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## Key results

Accurate data influenced clean claim rates.

Staff have more time to focus on authorizations.

Staff returned focus to patients.

Administrative burdens were reduced.

Patients experienced shorter wait times.

## About West Tennessee Healthcare

West Tennessee Healthcare (WTH) is on a mission to improve the health and well-being of its communities while providing exceptional and compassionate care. The not-for-profit, multi-specialty health system serves 19 counties in West Tennessee and Southeast Missouri and employs over 7,000 across 90 hospitals and medical centers with \$1.1 billion in operating revenue.

With so many patients across regions depending on WTH, finding patient and staff efficiencies couldn't be ignored.

## Challenge: "We were stuck in the 1990s"

The Director of Admitting and Registration, Anthony Myers, was frustrated watching patients entering a multi-specialty health center and given a clipboard with papers to complete before their appointments. Consumers are used to doing everyday activities online. They expect and want that same service and convenience for their medical care.

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"With our paper-based systems, it seemed like West Tennessee was stuck in the 1990s. We knew our patients expected a more modern experience. We wanted to meet them where they are, rather than forcing them to come to the registration desk. Our goal was to make preservice registration easier and smoother for patients and staff."

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Staffing shortages emphasized the need to consider digital self-service tools and find ways to increase payments without further burdening existing staff. Relying on paper-based patient registration processes was no longer an option for WTH.

## Ban the clipboards

### Resolution: Improve registration; improve clean claim rates

The priority was finding a digital solution that would be easy. One that would be intuitive for the patients while reducing the administrative burdens of their limited staff.

And, if the registration process could be improved, then perhaps denial rates could also be improved. Reducing errors during registration could assist in reducing denied claims and increasing reimbursements.

The cross-state health system selected Registration Accelerator based on successful past experiences with other Experian Health products and its history of secure data management.

### Registration Accelerator

The staff sends a text to patients when it's time to register online. Patients register for their appointment anywhere, anytime without having to download an app or create a user profile and password. With Registration Accelerator, patients no longer manually type in their insurance data. Patients digitally scan the data from their license and insurance cards. That data — not just the screenshot — is automatically uploaded into the platform, improving billing accuracy.

### Results: Happy patients, happy staff



#### Staff impact: Technology turns focus to patients

Managing such a large health system, a roll out might seem complex and inundating. However:

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“Training was very simple — it was clear that for staff, this solution was just another chevron in the workflow. It's very intuitive to use. We were able to reassure them that their jobs were not going away, and we'd still be prioritizing patient relationships. And patients loved it.”

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With fewer administrative burdens, staff can turn their primary focus to the patients. As Anthony shared, “Those relationships are paramount.”

In addition, Myers noted the impact registration has on claims “. . . with automated data intake, self-service registrations are more accurate. Staff can take more time on authorizations, which has a positive effect on our clean claims rate.”



#### Patient impact

A product is only good if the patients use it. Between July 2022 and June 2023, WTH gained . . .

### Patient adoption



38% average registration completion



50% registration completion rate alone in June 2023

### Patient survey feedback

- “Great idea to register online. The wait was short and it made the appointment so much easier.”
- “I love the new process that has been implemented into the system, where all you have to do is register online and all info is all ready for your appointment. Less hassle and faster in and out times.”
- “Very good! Did everything online before I got there, so everything was quick and easy.”

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“We're seeing the positive results trend up each month, with great patient survey feedback across all age groups.”

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## Case study

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He recommends that other organizations looking to implement the solution undertake testing with patients. "Ensure you experience what the patients will experience and adjust accordingly." This approach contributed to the positive patient response.

Find out more about how [Registration Accelerator](#) helps providers deliver a better patient intake experience and increase operational efficiency.

## ABOUT EXPERIAN HEALTH

Hospitals, health systems and physician groups have come to rely on Experian Health for revenue acceleration and profit gains through automation, submitting cleaner claims, fewer underpayments and a reduced cost to collect.

Experian Health's Registration Accelerator is a text-to-mobile patient experience that brings the registration process to the patient before time of service, allowing patients to complete the registration process at their own convenience. The product uses optical character recognition (OCR) technology to enable higher quality, automated data intake for providers, which leads to improved billing accuracy.