“How will you be handling your payment today?”

THE CHALLENGE

Madison County Community Hospital’s senior managers, like most hospital professionals today, recognized that in order to continue to fulfill their mission of providing exceptional care, they needed to improve the financial health of their organization. One of the key initiatives to accomplish this goal was to improve point-of-service collections.

Madison County’s hospital staff did not have the ability to print a patient statement, and asking for payments was sporadic at best. Most registrars would only ask, “Would you like to pay your copay today?” Very few patients responded, “Yes.”

THE SOLUTION

Madison County began using Passport eCare™ solutions in the fall of 2010. IntelliSource, Passport’s integrated eligibility solution, automates health insurance eligibility verification, and Patient Payment Estimator (PPE) quickly and easily provides patients with estimates of their financial liability.

“The process is more streamlined and effective with Passport eCare™,” said Deb L. Allender, Patient Access Manager. “Once patient information is updated and copay, coinsurance and deductible amounts are verified, the patient receives a printed statement with their anticipated financial responsibility on the document. Being able to provide patients with a professional looking document that mirrors their insurance benefits has been especially helpful.”

Consistent processes, automated solutions and effective training all contribute to a successful up-front collections program. Allender adds, “Registrars used to ask, “Would you like to pay your copay today?” But now, every registrar uses a detailed script that consistently ends with the question, “How will you be handling your payment today?”

“Our registrars are more comfortable asking because they are confident in the estimate and in their ability to explain it. And, even better, we have seen very positive responses from our patients, as they appreciate the transparency and explanation from our staff. We always knew we could do better, but we didn’t realize how much and how quickly those improvements would happen.”

THE RESULTS

Implementing Passport eCare™ has resulted in significant improvements in up-front collections and reduced bad debt at Madison County Community Hospital. “We saw improvements in our point-of-service collections within the first 30 days of using Passport eCare™, and we have continued to meet and/or exceed my target expectations since then,” commented CFO, Michael Browning.

Last year (2011), the hospital took in 150% more in point-of-service collections than it did the year prior to the new solutions and processes (2009). For the first three months of 2012, the hospital has already taken in 38% of what it took in for the entire year of 2011, putting them on pace to achieve their 2012 point-of-service collections goal.

![Total Point-of-Service Collections](chart.png)

*MCCH implemented PPE in Fall 2010