

# How Martin Health Systems drove their collections receivables up \$4 million in six months



## Client success story

### Problem

It's the challenge heard around the healthcare revenue cycle universe: do more with less. Martin Health System was seeking solutions to streamline automation, and specifically dive deeper into the self-pay revenue cycle. Having already optimized their registration and authorization phases, the team turned toward assessing their collections work to identify more self-pay receivables.

### Solution

Martin Health System introduced Collections Optimization Manager in 2016 with an initial focus on identifying presumptive charity cases, digging into segmentation, scrubbing for Medicaid opportunities and optimizing their dialer efforts. They also assessed their agency management strategy, monitoring and measuring their agency performance to make better decisions regarding inventory placement allocation.

**Collections Optimization Manager** is an end-to-end, data analytics-driven, self-pay receivables management service that determines a patient's propensity to pay, scrubs accounts to remove uncollectable accounts, determines possible charity accounts, and monitors for changes in a patient's ability to pay. The product also provides access to in-depth reporting, benchmarking tools, and agency management that deliver actionable insights into how to optimize processes, forecast future performance, and improve financial outcomes.

### Results

From October 2017 to May 2018, Martin Health **increased their receivables by more than \$4 million. Their collections lifted by \$3.1 million** and they identified an **additional \$975,000 in Medicaid** coverage. This resulted in an **increased hospital billing unit yield of \$16.85** and **physician billing unit yield of \$4.95**.



**\$975,000** IN ADDITIONAL MEDICAID



### About Martin Health System

Martin Health System is based in Stuart, FL., and is comprised of three hospitals, a free-standing emergency center, and numerous outpatient centers and clinics. Sporting 521 hospital beds, Martin Health features a medical staff of nearly 500 doctors, more than 4,000 employees, and more than 800 volunteers who give more than 187,000 hours annually. They have routinely been recognized among the top Epic Health Systems for Hospital and Physician Billing.