

case study | an early out solution

h e a l t h c a r e

Preventative Measures.

Rising co-pays and deductibles, coupled with an increasing number of uninsured patients, create a progressively difficult situation for hospitals and health systems as they continue to watch patients' self-pay costs grow and ultimately their bad debt costs rise.

In order to contend with growing costs, many providers are concentrating efforts on up-front collections in order to minimize back-end recovery efforts.

Situation.

A large, 450-bed Oregon health system was faced with the common dilemma of shrinking budgets and growing self-pay balances. In an effort to increase and expedite their self-pay liquidation without adding staff, the health system decided to strategically replace their internal unit with an early out self-pay team from West Asset Management. This allowed them to shift their current resources further up in the revenue cycle.

Solution.

West Asset Management offered the health system an Early Out Self-Pay solution that incorporated recovery specialists, presumptive charity scoring and insurance discovery processes to create a streamlined extended business office. We were not only able to relieve their staff of early out collection duties, but also work with their patients and insurance payers to ensure claims were filed and paid correctly.

This allowed our client to reallocate the resources they needed in order to successfully staff an effective up-front collection initiative.

Results.

- West Asset Management was able to increase collections by **26% in the first 12 months**.
- The reallocation of staff has led to a **200% increase** in up-front collections.
- Since partnering with West Asset Management, our client has **increased their monthly payments** by an average of **\$353,000**.
- West Asset Management has **consistently exceeded** the targets set by our client. The graphs below show targets and actual performance for both 12 and 18 months.

