

A Positive Investment in People and Technology Increases Self Pay Revenue

About

Charleston ENT Associates (CENT) is Charleston's largest private ear, nose and throat (ENT) practice, serving five South Carolina counties with 11 locations, 23 physicians and six mid-levels, with plans to add additional providers in the near future.

CENT chose Tegria to take on day-one self pay collections. The clinchers for CENT were Tegria's educated team members, who handle CENT's patients with both knowledge and compassion, and access to high-performing technology that improves revenue as well as the overall patient experience.



Tegria has freed up Central business office and front desk brainpower to improve A/R, speed up cash flow, and provide better customer service. The collaboration between the front desk, CBO, and Tegria has been outstanding. This is how we've kept pace with volume and even surpassed it.

—Craig M. Kilgore, CMPE, Chief Executive Officer, Charleston ENT Associates

The Solution

By assessing challenge areas and determining root causes, we were able to confidently recommend improvements. We discovered existing policies that were creating unnecessary administrative work and slowing down patient task turnaround time. Additionally, ordering delays and an unclear understanding of billing practices were creating confusion around scope of practice. Based on our findings, we developed a two to three-year strategic roadmap to address needed organizational and system changes—in doing so, the project intent extended well beyond optimizing Epic EHR build and enhancing the front-end of the revenue cycle.

Together, we aimed to achieve the following:

- Our processes and resources enabled every self pay account (all 8500 of them) to be worked during the crucial first 120 days, which resulted in higher patient payments and fewer bad debt placements.
- We shared a common goal to increase patient payments by offering cleaner, informative, and easy to read billing statements, enabling patients to clearly understand what they actually owe. We also enhanced CENT's statement logic, allowing a net balance statement to be sent to the patient.

The Results

19.2%

Increase in Self Pay
Revenue

15.4%

Increase in Insurance
Revenue

Higher

Patient
Payments

- 19.2% increase in self pay revenue. We took on inbound calls and implemented outbound calling strategies leveraging propensity-to-pay and segmentation tools to follow up balances proactively.
- 15.4% increase in insurance revenue. CENT's staff was able to stay ahead on charge entry to send claims out more quickly, and they witnessed an immediate drop in days in A/R from the go-live with us.
- We alleviated some of the workload for CENT front desk representatives so they could dedicate their time to effective charge entry.

We took the pulse on each of the stages of the statement cycle and created workflows to efficiently collect on all accounts. The result was higher patient payments.

Our partnership with CENT introduced new process improvements, increased revenue, and helped internal staff with workflow. Our technology and processes offered CENT cleaner statements, increased CBO productivity, internal staff retention, and outbound calling practices which have all contributed to a successful engagement.