



Proudly Serving Healthcare Professionals Throughout the State of Ohio

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*COPAM 20<sup>th</sup> Annual Education Conference*  
*August 7, 2009*

*Collections and Customer Service*  
*Can You Do Both???*

- ◆ **Organization Overview**
- ◆ **The Balancing Act**
- ◆ **Collection – What Does It Mean?**
- ◆ **Debt Sales**
- ◆ **Pricing**
- ◆ **Customer Service**
- ◆ **Payment Acceptance**
- ◆ **RTCA**
- ◆ **Benchmarks**
- ◆ **What Are You Doing?**

- ◆ **Joint Operating Agreement (JOA)**
  - **Bethesda Hospital Inc.**
  - **Good Samaritan Hospital Inc.**
  - **Gross Revenues - \$2.6 Billion**
  - **Total Beds - 1,000 (includes nursery)**
  - **Separate Assets**
  - **Unique Tax ID Numbers**
- ◆ **Significant Competition**
- ◆ **We Like Volume**
- ◆ **We Want You To Return**

- ◆ **Expanding Suburban location**
  - **Fast growing area**
- ◆ **Tertiary Care Center**
- ◆ **2nd Busiest ER in the Region**
  - **Trauma**
- ◆ **Open Heart**
- ◆ **Obstetrics**
  - **#6 in State**
- ◆ **450 Beds**



- ◆ Tertiary Care Center
- ◆ Teaching Facility
- ◆ Open Heart
- ◆ High Risk OB /  
NICU - Level III  
#1 in State
- ◆ Urban Location
- ◆ Trauma
- ◆ 550 Beds



- ◆ **TriHealth Hospitals**
- ◆ **Northeast Cardiovascular Center (NCC)**
- ◆ **Senior Services (Seniorlink, Geros-PE, Lifeline)**
- ◆ **TriHealth Physician Practices (TPP)**
- ◆ **TriHealth Physician Services (TPS)**

- ◆ **1.3 Million Pieces of Mail**
- ◆ **\$875 Million in Cash**
- ◆ **160,000 Inbound Calls**
- ◆ **300,000 Outbound Calls**
- ◆ **100,000 Recovery Scores**
- ◆ **A/R Days High 20's**

- ◆ ~ 700,000 Physicians
- ◆ ~ 120,000 Medical Errors
  - $120,000 / 700,000 = .171000$
- ◆ ~80 Million Gun Owners
- ◆ ~1,400 Gun Related Accidents
  - $.0000175 \ 1400 / 80 \text{ mm} = .0000175$

- ◆ **Doctors Are 10,000 Times More Dangerous Than Gun Owners**
- ◆ **Data on Lawyers is Withheld For Fear It Will Cause the Public To Seek Medical Attention**


- ◆ **94 – 95% of Cash Comes From Third Parties**
- ◆ **5 – 6% of Cash Comes From Patients/Guarantors**
- ◆ **Collect All of the Money...But Do It Nicely**
- ◆ **Grant Charity – Enough to Support Your Mission**
- ◆ **Collect More At or Before Service**

- ◆ A 'Quick' overview of a very complex and emotionally-charged process.

Health  Wealth

**“Healthcare is fundamentally different from most other goods and services, it is about the most human and intimate needs of people, their families and communities.”**

- ◆ **Perform Financial Triage**
- ◆ **Identify accounts/issues early in the process**
- ◆ **Identify copay and deductible amounts**
- ◆ **Work proactively with those who cannot afford to pay**
- ◆ **Provide every opportunity to settle an account**
- ◆ **You will spend most of your resources with the smallest portion of your business**

- ◆ **Prompt Pay**
- ◆ **Uninsured Discount**
- ◆ **Sliding Scale Charity**  **Presumptive?**
- ◆ **Clinic Discount**
- ◆ **Free Care**
- ◆ **Medical Indigence**

### ◆ Billing and Collection Timeline...

- Day 5-10 Claim billed to patient/insurance. Verification Letter sent to guarantor. Statement mailed to patient in lieu of verification form for uninsured patients.
- Day 33-40 1<sup>st</sup> patient statement
- Day 61-68 2<sup>nd</sup> patient statement
- Day 89-96 3<sup>rd</sup> patient statement
- Day 117-124 Account sent to pre-collection (classified as bad debt)
- Day 167 + *after* Account returned from pre-collect and placed with primary agency. Payment arrangement accounts stay with pre collect firm.


◆ **Process**

- **Dialer**
- **Unattended Messaging**
- **Medicaid Eligibility Scrubbing**
- **Recovery Segmentation**
- **Paper Colors**

◆ **People**

- **“Monty Hall” Approach**
- **Recurring Payments**

◆ **Our Agencies Get Less ‘Easy’ Money**

- ◆ **Accept All Major Credit Cards**
- ◆ **Online Bill Payment**
- ◆ **Financial Assistance Program**
- ◆ **Discounts - Front End or Back End?**
- ◆ **Price Estimation**
- ◆ **Analytics**  **Recovery Scoring**

- ◆ **Cash, Check, Credit or Debit Cards**
- ◆ **Internet Payment Acceptance**
- ◆ **Interest Free Payment Terms**
- ◆ **Bank Financing**
- ◆ **Registration/Cashiers/Financial Counselors**
- ◆ **Medicaid Eligibility Partners**
- ◆ **Collection Agency Partners**

- ◆ **~2.0% of dollars go to third party collection agencies**
- ◆ **~0.2% of dollars go to legal action**
- ◆ **Settlements/Payment Arrangements**
- ◆ **Liens/Garnishments**
- ◆ **No Foreclosures**

- ◆ **Proper Consent**
- ◆ **Assignment of Benefits**
- ◆ **Financial Responsibility**
- ◆ **Price – Reasonable?**
- ◆ **Charges – Correct?**
- ◆ **Services – Satisfactory?**

**“If You Think Nobody Cares, Try  
Missing A Couple Of Payments.”**

**Larry The Cable Guy**



# OVERCONFIDENCE

This is going to end in disaster, and you have no one to blame but yourself.

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