



CLEAN BILL OF HEALTH

A Financial Health Case Study

Alorica successfully collaborated with OHSU to improve the patient experience through combined hospital and physician billing. In the end, OHSU achieved a **94%+ patient satisfaction rate and increased first-party collection revenue by 12%**.

THE CHALLENGE

- **Combine billings** for hospital and physician
- **Address billing** workflow issues
- **Align OHSU mission and values** with customer service responses
- **Improve and simplify** patient experience

THE RESULTS

- **12% increase** in collection revenue
- **94% patient satisfaction rate** achieved
- Workflow automation
- Stabilized Accounts Receivable and bad reserve debt
- **64% physician billing** liquidation rates
- **49% hospital billing** liquidation rates





THE CLIENT

OHSU Committed to Improving the Patient Experience

Deeply committed to providing excellent patient care, Oregon Health & Science University (OHSU) stands out as a leader in the healthcare industry. They are a nationally prominent research facility with over 133 invention disclosures, and rank in the top 30 for National Institute of Health (NIH) funding. As part of their commitment to the patient experience, OHSU sought to simplify patient billing by combining hospital and physician charges into a single, streamlined statement. To launch their vision, OHSU selected state-of-the-art Electronic Health Record (EHR) technology from EPIC software.

Conversion to a More Patient-Friendly Billing System Proves Challenging

Alorica (through its subsidiary, EGS Financial Care, Inc.) had been providing Self-Pay Revenue Cycle services to OHSU since 2008; thanks to our strong partnership, we committed to uniting with OHSU on their journey to convert to EPIC.

...c'mon now, we wouldn't miss the chance to take an 'epic' journey with a longtime friend.

As is often the case with major system conversions, the move to EPIC was challenging. In particular, the transition created issues with billing workflow processes for both OHSU and Alorica. Consequently, self-pay account collection was hampered, resulting in delayed revenue and negative impacts to OHSU's bad debt reserve. In addition, A/R days were temporarily increased.

THE PROGRAM

Unified, Rapid Response Stabilizes A/R and Improves Workflow Processes

By aligning talent from both sides, OHSU and Alorica worked together to correct the impeding issues, and successfully completed the conversion to EPIC. We further assisted by developing enhancements to the EPIC interface that helped maximize efficiencies and create "safety nets"—these safety nets, including exception reporting, identified accounts that were not moving through the self-pay workflow as expected and created a more stable environment.

Enhancements included:

- **Workflow automation** that used EPIC data fields to support outbound call campaigns and end-of-lifecycle timelines, based on patient billing levels and statement dates
- **Reconciliation automation** that allowed recognition of returned mail, payment plans and statement suppression to ensure workflows were functioning correctly
- **Post-conversion clean-up** with Alorica resources strategically placed to accelerate recoveries and reduce A/R days
- **Transparent reporting and business intelligence** provided regular updates to OHSU on where payments were in the lifecycle, as well as helped forecast future revenue recovery rates; bad debt forecasting provided the road map to timelines needed to communicate stabilization of the post-conversion clean-up
- **Predictive analytics** better identified a patient's propensity to pay, and further customized outbound efforts to improve liquidation results and patient satisfaction

Our combined efforts paid off—the teams stabilized OHSU's A/R and bad debt reserves, and increased OHSU's financial health with a 12% lift in revenue.



THE ON-GOING STRATEGY

Continued Efforts Further Improve Patient Experience and Workflow Processes

OHSU and Alorica continue to apply thought leadership to improving the patient experience through quarterly business intelligence reviews. So far, these efforts involve:

- **Patient satisfaction surveys** to gather feedback and provide further insights into improving the combined hospital/physician billing statements and overall patient satisfaction
- **Scripting modifications** for our customer service representatives and IVR messages to further align and project the OHSU mission and values

THE OUTCOME

Strong Partnership, Strong Results

Our partnered approach and joint commitment to providing the highest level of customer service to patients resulted in exceptional outcomes, including:



94%+ patient satisfaction rate



12% lift in revenue



64% physician billing liquidation rates



49% hospital billing liquidation rates

These excellent results have further cemented our mutually rewarding relationship with OHSU. In fact, the facility recently expedited its standard contract renewal process and increased the terms from an annual to three-year renewal.

We call that a win.

ABOUT ALORICA

Alorica is a global leader in customer experience solutions. We are made up of more than 100,000 passionate problem solvers who make lives better through positive customer interactions—at every touchpoint—across voice, chat and social. Leveraging innovative technologies—including intelligent automation and a comprehensive analytics suite—we support the world's most respected brands with the talent and resources necessary to create insanely great experiences. Alorica provides a host of world-class services—from customer care to financial solutions and digital services—to clients across industries of all kinds, many of whom are on the Fortune 500. Celebrating our 20th anniversary this year, Alorica contact centers and operation hubs span the globe with 130 locations in 15 countries. To learn more, visit www.alorica.com.

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