

# Oklahoma State University Medical Center takes patient, payor collections to the next level

## Implementing nThrive solutions from Patient-to-Payment<sup>SM</sup> improves accuracy, cash flow

### Business issue

Oklahoma State University Medical Center (OSUMC) was challenged with modernizing and upgrading its revenue cycle management operations – including process and automation improvements – to bolster performance and improve cash flow.

### Overview

Located in the heart of downtown Tulsa, OSUMC is the largest osteopathic teaching hospital in the nation, working directly with Oklahoma State University College of Osteopathic Medicine. The 199-bed hospital is dedicated to providing exceptional health care to every patient, every time. OSUMC plays an important role in providing health care access to the medically underserved and rural areas in the region to meet the needs of these vulnerable populations. Physicians, technicians and nursing professionals provide high-quality health services delivered with compassion for patients and their families. OSUMC responds to more than 46,000 emergency room visits annually, providing approximately \$24 million in charity care while also serving insured and self-pay patients.

### Problem

Challenged with aging, inefficient technologies and processes, OSUMC's financial leaders found themselves struggling with everything from the accuracy of estimates, to point-of-service collections and compliance. Functional siloes only compounded the problem, preventing collaboration and data-sharing across the front, middle and back of the organization's revenue cycle. Medical center administrators knew they needed to innovate, integrating technology and process improvements across the board to improve financial performance.

As a first step, OSUMC sought to improve patient and payor collections by selecting a partner that could provide expertise and integrated revenue cycle solutions. Having implemented nThrive Contract Management technology, they turned to nThrive to expand automation and process improvements across patient access, charge integrity, and recovery and collections.



We had good human resources, we just needed better tools and processes to get the job done."

**BARBARA MAPP, BUSINESS OFFICE  
MANAGER, OSUMC**



Now we can tell patients 'I'm confident this estimate is based on the negotiated rate in our contract' and, based on current claims data, 'this is the best price we can give you.'

PAM PASCHALL, DIRECTOR OF PATIENT ACCESS, OSUMC

"We had good human resources, we just needed better tools and processes to get the job done," said Business Office Manager Barbara Mapp, who has been with OSUMC since 1993. She noted that implementing Contract Management gave the organization a strong foundation for future implementations, leveraging payor contract details within other nThrive solutions.

## Solution

OSUMC turned to nThrive to provide a holistic approach to improve their revenue cycle continuum. The existing chargemaster was updated with the nThrive CDM Master solution to ensure complete and accurate pricing on all products utilized by the organization. Implementing KnowledgeSource® provided access to nThrive's rich database for accurate coding, pricing benchmarks and compliance information.

To help address patient access issues, OSUMC integrated nThrive Patient Access Suite, improving the accuracy of patient bill estimation and eligibility verification with nThrive CarePricer® Plus and Eligibility and Benefits solutions.

"Today, we verify all incoming orders to ensure necessary documentation is in place, then run them through CarePricer and Eligibility and Benefits to create an accurate estimate, all before calling the patient to schedule their appointment. Everyone is cross-trained and we have a much more productive team," said Pam Paschall, OSUMC's director of Patient Access.

Patient Access staff also were trained to ask for co-pays and deductibles upfront. "Now we can tell patients 'I'm confident this estimate is based on the negotiated rate in our contract' and, based on current claims data, 'this is the best price we can give you,'" she said.

## Value

The use of integrated patient access, charge integrity, compliance and contract management solutions have all helped to drive performance gains across OSUMC's revenue cycle. The improvements have proven especially dramatic from a cash flow standpoint in Patient Access, where point-of-service collections have experienced a seven-fold improvement and estimate accuracy is within 98 percent of the final bill.

OSUMC has also continued to reap benefits from nThrive Contract Management solution, with the organization identifying more than \$5.9 million in payor underpayments in the past two years alone.

"We've also been able to use the CDM Master reports to reduce missing items by 18 percent," said Jacobs. This reduction in missing items, coupled with integrating eligibility and benefits, including payor data, have vastly improved OSUMC's patient estimate to final bill accuracy by 45 percent.



Point-of-service collections have experienced a **seven-fold improvement** and estimate accuracy is within

# 98% of the final bill