



Regional Cancer Care Associates

CLIENT

Regional Cancer Care Associates (RCCA) provides state-of-the-art care and treatment to cancer patients across the Northeast.

Established in 2012 with the merger of 10 individual oncology practices, RCCA now has 30 locations throughout New Jersey, Maryland, and Connecticut.

With over 110 cancer specialists and 500 employees, RCCA is one of the 200 medical practices in the US to be selected to participate in the Oncology Care Model (OCM), a Medicare initiative to drive value-based care.

CHALLENGE

OCM has an explicit goal of helping patients navigate the multi-layered complexities of having cancer including helping patients manage their out-of-pocket costs for treatment.

RCCA quickly realized that better payment options and exceptional patient engagement throughout the billing process would not only provide a better patient experience but also align with their OCM initiatives.

Hyper focused on providing industry-leading, patient-centric cancer care, RCCA wanted to expand the ways in which patients could pay their bills and engage with billing experts when they had questions.

Faced with the prospect of adding additional staff and investing in tech solutions to support this initiative, the leadership concluded that partnering with PatientFocus was a better option.

SOLUTION

RCCA partnered with PatientFocus to directly address the opportunities that existed in their patient-billing process, working together to ensure patient data moved seamlessly between the facilities and our patient-engagement platform. Simultaneously, our team of Client Service Managers worked with the RCCA team to establish rules of engagement specific to their organizational and patient needs.

This level of coordination allowed PatientFocus to develop a comprehensive patient outreach and engagement strategy that provided RCCA patients with the clear, consistent, and convenient billing process they would expect from RCCA.

From customized statements to the online portal, patients are able to access all necessary billing information, manage payments, pay from their mobile device, and speak with a billing expert when needed. This proven approach not only drove an increase in patient revenue but also protects the patient experience that RCCA physicians and staff work so hard to deliver.

"Working smarter, not harder means partnering with best of breed vendors to bring their expertise to our process. PatientFocus has allowed us to standardize our AR outreach across practices while modernizing the patient experience. This has been a win - win for our patients and our team."
- Terrill Jordan, President and CEO

PatientFocus partnered with Regional Cancer Care Associates to implement its Patient Financial Engagement solution, driving an increase in patient revenue while protecting the patient experience.

RESULTS

PatientFocus created over 76,000 touches across 18,000 patients over the first nine months for RCCA resulting in:

an Average of four (4) touches per patient.



increase in year-over-year patient-pay collections

Patient Satisfaction Score of 98 (the national average for medical billing offices is 18)



359% ROI (for every \$1.00 paid to PatientFocus, RCCA received \$4.59)