

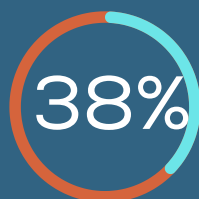


Tennessee Oncology

PatientFocus partnered with Tennessee Oncology to implement its Patient Financial Engagement solution, driving an increase in patient revenue while protecting the patient experience.

RESULTS

PatientFocus created over 250,000 annual touches across 30,000 patients each year for Tennessee Oncology resulting in:



increase in patient-pay revenue

Patient Satisfaction Score of 94 (the national average for medical billing offices is 18)



Average of eight (8) touches per patient

CLIENT

Tennessee Oncology, one of the nation’s largest community-based cancer care specialists, is home to the leading clinical trial network in the country. Established in 1976 in Nashville, Tennessee Oncology’s mission remains unchanged: To provide access to high-quality cancer care and the expertise of clinical research for all patients, at convenient locations within their community and close to home.

CHALLENGE

Tennessee Oncology started to see a measurable increase in its patient pay responsibility in 2010. As payers continued to shift costs to patients, the volume of patient “touches” (statements, letters, and calls) grew to an unprecedented level. The systems and processes that served the billing department in the past were unable to keep up with the growing patient balance demands. The organization was faced with a decision to add staff to support increased volume or seek an alternative solution. Their leadership concluded a different approach was necessary.

“Outsourcing our patient balances reduced overhead and increased revenue. Our staff was able to focus on insurance and foundation payments which also increased our revenue. Our relationship with PatientFocus has been impactful on both our patients and our bottom line.”

– Stacey Poole, Director of Patient Accounting

SOLUTION

PatientFocus partnered with Tennessee Oncology to implement its Patient Financial Engagement solution, driving an increase in patient revenue while protecting the patient experience. Through a full-service engagement strategy, PatientFocus provided patients with a clear, consistent, and convenient experience. From customized statements to the online portal, patients were able to access all necessary billing information, manage payments, and speak with a billing expert who could help the patient navigate the complexities of oncology billing. Additionally, PatientFocus was able to provide payment options including immediate no-interest payment plans, and helped Tennessee Oncology transition from a patient billing model to a patient engagement strategy that provided the same level of care the patient experienced during treatment.