

Producing Results that Exceed Patient Pay Expectations for Advocate BroMenn Medical Center

ABOUT

Advocate BroMenn Medical Center has been serving and caring for the people of central Illinois for nearly 120 years. A 221-bed not-for-profit facility located in Bloomington-Normal, IL, BroMenn Medical Center and its employees are part of faith-based Advocate Health Care, the largest fully integrated health care delivery system in Illinois.

The Challenge

Ready to change its patient pay approach to drive improved financial performance out of its revenue cycle, ABMC management knew they needed a proven partner with a strong orientation of the hospital market. One that understood ABMC's patient population and payer mix and had the type of work ethic required to execute on the significant goals of the project. In the end, MediRevv possessed all the elements ABMC expected out of a partner and more.



The Solution

ABMC had used other outsource firms to manage their early out, patient pay programs and were now looking for a partner to manage the complete patient pay process—from patient statements to payment plan management and, finally, paid-in-full patient accounts. Most importantly, it was paramount that the organization maintain its stellar patient satisfaction levels throughout the transition. Thanks to MediRevv's proven implementation process and project management programs, ABMC was able to drive increased patient pay dollars to its bottom line, while establishing an industry-leading client services department.

Collaboration has been a signature component of establishing a successful early out, patient pay program at ABMC. A combination of weekly status team calls, comprehensive KPI reporting, best practice patient pay tools and policy/procedure development has been the key ingredient for a successful team approach. A new model that operates as a true extension of ABMC's business office and seamless communication for the patient are producing results that meet and exceed ABMC expectations. Patient satisfaction is on an upward trend and bad debt performance has shown improvement.



The Results

MediRevv and ABMC have been able to improve the annual collection rate across all patient pay **from 36% to 42%— a 16% improvement.**

“ I expected a lot out of this new partnership. We had to have a success story as we moved to a firm to handle our programs at Advocate BroMenn Medical Center (ABMC). I am pleased to say that not only has the program been successful, the financial performance has exceeded my expectations. Our teams' have worked great together, our patients felt no change in service and I have been able to focus my attentions on other critical areas of the revenue cycle, which has been invaluable. I look forward to providing great clinical care to our patients packaged with an exceptional billing experience which keeps them coming back to ABMC. Thanks, MediRevv, we look forward to continued success.

— Aron Klein, *Vice President of Finance, Advocate BroMenn Medical Center*

The Results

Primary Patient Pay



Primary Patient Pay After Insurance

