

CASE STUDY

Baptist Health System Seamlessly Converts to Epic with MedeAnalytics

Self-service and predictive analytics inspire confidence in data integrity

Summary

As the industry transforms to value-based payments, Baptist Health System has experienced a significant reduction in reimbursement. While accommodating population health implications, Medicaid expansion opt-out, and Epic conversion, the health system relies on MedeAnalytics Business Office for consistent, credible data analysis.



Goals

- Convert to Epic while maintaining self-service analytics
- Aggregate data for population health management
- Efficiently manage month-end reserves
- Track and trend self-pay and POS collections
- Reduce AR days

Results

- Won the HFMA Map Award for High Performance in Revenue Cycle for four years
- Reduced AR days from 47.1 to 40.1
- Ensured data credibility during Epic conversion
- Reduced impact on IT resources for reporting
- Traded canned reports for self-service analytics

About Baptist Health System

Founded in 1922, Baptist Health System is one of the largest health systems in Alabama. The organization includes four hospital campuses and the largest network of employed primary care and specialty care physicians providing coordinated care across central Alabama.

Challenge

Like many healthcare organizations in the U.S. today, Baptist Health System finds itself in a quagmire of legislative reform, much of which has a direct effect on the bottom line. In a Medicaid expansion opt-out state, the health system is experiencing a significant reduction in reimbursement. While Medicaid covers 170,000 enrollees, another 100,000 find themselves without coverage.

In addition, growing requirements for population health management require Baptist to aggregate data in order to analyze single patient records to improve clinical and financial outcomes. With a focus on chronic conditions, preventable admissions, readmissions, emergency visits, length of stay, and more, population health management has direct revenue cycle implications.

Lastly, faced with the transition to value-based reimbursement, Baptist has sought to improve revenue cycle productivity through automation. Converting to Epic plays a significant role in this endeavor. The conversion process, however, is not without its challenges. With its predefined, IT-dependent reporting, Epic performs at its best when complemented by self-service data analytics from MedeAnalytics.

Before implementing MedeAnalytics, Janice Ridling, vice president of revenue management, noticed a lack of quality, credible data analysis. “It was difficult to get the information we needed,” she said. “What we did get were canned reports that weren’t timely. Plus, we were always reporting on the past. We had no predictive analysis and no ability to slice and dice the data. All of our reporting was questioned, and our data had no credibility with our CFO.”

Commenting on the disadvantages of relying on IT for reports, Cindy Elder, manager of revenue systems, stated, “When you open a ticket with IT, you line up with all of the other IT requests. Often, our report requests are a lower priority than other IT needs. Then by the time the report comes through, I don’t remember what I asked for or no longer need the report.”

Given the timely nature of revenue cycle management, having access to flexible, self-service analytics has proved critical for Baptist.

Solution

Predictive Analysis, Credibility, and Transparency in the Revenue Cycle

Since 2005, MedeAnalytics Business Office has been vital to Baptist Health System’s revenue management and AR valuation. With real-time insight into revenue cycle bottlenecks, delays, and black-hole accounts, MedeAnalytics enables the health system to proactively trend AR data, perform comparative benchmarking, and drill down into detailed patient accounts and transaction detail.

Through MedeAnalytics, revenue cycle staff can pinpoint changes in trends, analyze root causes, and quickly resolve problems before they have time to grow. Analytics in the month-end reserves process improves efficiency and provides transparency between the revenue cycle and finance management. Baptist can quickly translate changes in AR to net revenue, and analytics help determine the root causes behind net revenue shifts in prior month accounts.

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Complementing Epic with Flexible, Self-Service Analytics

In addition to improving revenue cycle management, MedeAnalytics proved crucial in ensuring a smooth transition to Epic. With trust in the MedeAnalytics data, Baptist found greater confidence in the integrity of its data in Epic.

“We didn’t increase our bill days at all after implementing Epic,” said Ridling. “We dropped our first bill after three days, as usual. And we were back to cash flow and AR days in less than 60 days. The transition to Epic was very successful, and it had a lot to do with the fact that we had MedeAnalytics for comparison.”

Baptist has nearly 100 regular MedeAnalytics users across the system. The solution fosters creativity, creates synergy, and greatly reduces the number of report requests that are routed to IT.

The self-service nature of MedeAnalytics helps ensure that reports are exactly what revenue cycle managers need. Analyzing data through Epic can be cumbersome, often requiring assistance from IT.

“When we had to work with IT for reports, not only were they not timely, but the process was inefficient,” said Elder. “IT is removed from the operation and might not understand the information we’re after. Without that understanding, there is a lot of back-and-forth work to get what we need. With MedeAnalytics, you just click to change your dimensions, and you get your data analysis immediately in an intuitive, friendly way.”

Baptist has found great efficiency in the month-end reserves process. “The ongoing benefit of the reserves process is astronomical,” said Elder. “Even though Epic is way ahead of our old system for end-user functionality, MedeAnalytics is still much easier.”

Having worked with MedeAnalytics in prior positions, Ridling was among the company’s very first users. With such a long track record, she knew that using the solution during and after the Epic implementation would be critical.

“Our CIO wanted to include eliminating MedeAnalytics as part of the ROI to purchase Epic,” said Ridling. “That was lining up to be a battle. Fortunately, our CFO had consistently seen the benefit of MedeAnalytics and recognized what a huge contribution it was to our success with the Epic conversion.”

Results

Baptist Health System has achieved great results with MedeAnalytics. In addition to driving efficiency in revenue management and through the Epic conversion, the solution has enabled the health system to identify and plug revenue gaps.

After converting to Epic, Elder looked into MedeAnalytics and noticed an increase in their self-pay mix. In the three months after their Epic go-live date, the self-pay mix had risen from 22.3% to 28.95% while Medicaid and Medicare levels went down. Just a few clicks later, Elder revealed that the emergency department was the primary driver and that a process flow caused patient access to miss a step when adding insurance.

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“We were able to identify insurance, get it loaded into the patients’ accounts, and get the claims out the door before timely filing limits and before seeing an effect on AR days and cash flow. MedeAnalytics found that hole so we could get it fixed,” said Elder.

Before implementing MedeAnalytics, net AR days at their Princeton facility averaged 47.1. At the end of 2014, net AR days reduced to an average 40.1.

One of the health system’s greatest accomplishments is winning the HFMA Map Award for High Performance in Revenue Cycle for four years. Winners of this national award demonstrate inventive, patient-centered revenue cycle practices that deliver sustainable financial performance. Award recipients are acknowledged as industry leaders and share proven strategies with their colleagues.

“We are proud to be recognized for building a strong revenue cycle,” said Ridling. “This award commends the efforts of our team, who work to give our patients the best financial experience possible. We also attribute much of our success in the reduction of KPIs and the improved management of receivables to MedeAnalytics.”

Overall, Baptist has found great success with the solution. “MedeAnalytics has become an integral part of our financial reporting and analytical processes,” said Ridling. “It was a primary factor in our success with our Epic conversion, and we continue to find new and innovative ways to analyze our data. I wouldn’t want to manage accounts receivable without MedeAnalytics.”

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PROVIDER SOLUTIONS

Revenue Cycle Management

- Patient Access
- Revenue Integrity
- Business Office

Value Based Performance

- Population Health
- Quality Management

Cost and Operations

- Supply Chain
- Labor Productivity
- Service Line
- Throughput

Enterprise Performance Management

- Action Planning
- Progress Tracking

For more information about MedeAnalytics Business Office, visit www.medeanalytics.com/solutions/business-office.