



# WAYSTAR

REVENUE CYCLE TECHNOLOGY

NAVICURE + ZIRMED

## CASE STUDY: 72% Decrease in Denial and 93% Boost in Productivity at **BAYADA Home Health Care**

BAYADA Home Health Care's 22,000+ professionals provide clinical care and support services at home for children and adults in 22 states

### Challenge

- High claim denials
- Increasing AR days
- Lack of tools and reporting
- Heavily manual processes

### Solutions

- Claims Management
- Denial & Appeal Management
- Payer Payments
- Eligibility Verification

### Results

- 72% decrease in denial rate
- \$2.5 million recovered in just six months with Denial & Appeal Management
- 51% drop in average days to payer receipt
- Improvement in clean claims rate to 97%
- 93% productivity improvement

### The Challenge

Despite being a leader in home health care, BAYADA struggled with an antiquated revenue cycle management system. While the company was experiencing tremendous growth, their RCM system lacked connections to payers, had outdated edits, and lacked reporting, analytics and a process for managing denied claims.

**"BAYADA's claims management vendor could no longer provide the sophisticated edits and support they needed."**

BAYADA also lacked reports and analytics for working denials. "We didn't have a process for managing denied claims," said Will Boyd, Director of Home Health Reimbursement Services, BAYADA Home Health Care. "We simply worked aging accounts receivable (AR) on outstanding claims and did paper appeals. It was a very manual process with nothing prompting us to follow up."

**"We simply worked aging AR on outstanding claims and did paper appeals."**

### ZirMed Solutions

Will researched RCM solution providers for several months. His investigation, which included vendor performance reviews by KLAS, a leading healthcare technology research firm, led him to ZirMed.

Will chose four ZirMed solutions to address BAYADA's key challenges. He selected Claims Management to increase the volume of clean claims and reduce AR Days. Denial & Appeal Management would identify denial trends, correct problems and automate appeals. The Payer Payments solution enabled BAYADA to receive remits electronically from all payers. The automated Eligibility Verification solution offered the potential to reduce staff time, increase reimbursements and improve cash flow.

ZirMed's user interface was a big factor in Will's decision. "I hopped on ZirMed's platform and moved around pretty easily," he said. "This was important because our staff members range from college grads to long-time professionals. ZirMed's solutions are so intuitive, people at all technology experience levels pick it up quickly without a lot of training."

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## Results

ZirMed's Claims Management solution helped BAYADA dramatically improve efficiency. Today they bill 8,000-9,000 claims per month, with most sent electronically. "The number of payers ZirMed submits to electronically is about twice what other vendors can deliver," said Will. Another indicator of success is the average number of days it takes BAYADA to submit claims to payers and for payers to acknowledge receipt. In only a year, average days to payer receipt fell more than 50%. The denial rate dropped 72%, from 4.6% in January 2017, to 1.3% just six months later. BAYADA'S clean claim rate rose to 97%, well above industry best practices of 90% or higher<sup>1</sup>, and continues to climb.

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The ZirMed Denial & Appeal Management solution enabled the BAYADA team to spot denial trends, troubleshoot common issues and see problems associated with specific payers. As an example, after a contracted payer repeatedly denied claims, saying BAYADA was out of network, the team set up a workgroup and fixed the problem in minutes instead of days. BAYADA's teamwork and use of ZirMed's Denial and Appeal Management technology has led to recovery of \$2.5 million in the last six months alone.

The Denial & Appeal Management solution also accelerated BAYADA's denial appeals process from 30-45 minutes to less than five minutes. ZirMed's Eligibility Verification solution quickly gave the team what they needed to appeal claims denied for eligibility. "Denial & Appeal Management was a game changer in terms of time savings," said Will.

**"BAYADA's denial appeals process went from 30-45 minutes to less than five minutes."**

Since implementing ZirMed, billing staff productivity at BAYADA has risen 93%, saving the organization thousands of dollars. We were able to reassign responsibilities that focused on collection efforts. Staff members are much happier because they are more effective and get the support they need. "Our ZirMed support team is in constant contact with us and even reach out to payers on our behalf," Will noted. He has not had to add staff in three years, despite 60% revenue growth. "ZirMed is like our 'sixth man.'"

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## Impact

ZirMed helped BAYADA Home Health Care enhance their RCM system to better serve their dynamic, growing organization. They improved reimbursements, reduced costs and increased staff productivity. "Working with ZirMed was a night and day change for us," said Will Boyd. "We have more confidence than ever that our processes work and our claims will be paid."

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**PEER REVIEWED**  
by HFMA\*

\*HFMA staff and volunteers determined that the Claims Management product has met specific criteria developed under the HFMA Peer Review Process. HFMA does not endorse or guaranty the use of this product.

<sup>1</sup> "Keeping the revenue cycle nimble," by Monte Sandler, Healthcare IT News, <http://www.healthcareitnews.com/blog/keeping-revenue-cycle-nimble>, May 07, 2015

**Learn more about ZirMed's revenue cycle management solutions.  
Contact ZirMed, now known as Waystar: 1-877-925-2303  
or visit us at [www.Waystar.com](http://www.Waystar.com).**

## ABOUT WAYSTAR

Waystar is the combination of Navicure and ZirMed, the two top-rated providers of revenue cycle technologies. Waystar simplifies and unifies the healthcare revenue cycle with innovative technology that allows clients to collect more with less cost and less stress, so they can focus on their goals, patients, and communities.



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