



WAYSTAR

REVENUE CYCLE TECHNOLOGY

NAVICURE + ZIRMED

CASE STUDY: Baptist Health, Inc.

1,200+ Physicians and Advanced Practice Clinicians ▪

250+ Facilities and 7 Hospitals across Kentucky ▪ ZirMed Client since 2008

Before ZirMed:

The hospitals and professional practices groups lacked a unified clearinghouse platform, and rapid expansion had resulted in disparate policies and software systems.

ZirMed Solutions

- Claims Processing
- Remits Management
- Patient Payments
- Patient Statements
- Eligibility Verification
- EOB Conversion with Payer Lockbox
- Analytics

Results

- Saving over \$250K annually in recurring operating costs
- First-pass clean-claims rate improved by 13% to over 98.5%
- Greater transparency across the revenue cycle
- Increased patient collections
- Enhanced interoperability and a smoother transition to Epic

Baptist Health is the largest not-for-profit health system in Kentucky, with seven hospitals, over 250 out-patient facilities, and a comprehensive physician network. Its affiliate, Baptist Health Medical Group (BHMG), brings together over 800 of Baptist Health's providers into one physician-led multi-specialty network.

With locations across the state and rapid growth in patients, facilities, and providers, Baptist was well-positioned for the future. But separate financial services operations for Baptist Hospital and BHMG—and disparate patient management, EHR, and revenue cycle software used by affiliated practices and physician groups—were creating unnecessary complications and costs.

Why They Chose ZirMed

Baptist planned to replace its multiple healthcare information management systems with Epic. But they first wanted to standardize on and implement a single clearinghouse and end-to-end revenue cycle management platform, both to make the transition to Epic smoother and less disruptive and to support the consolidation of Patient Financial Services into a single billing office. Both the hospital

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-Donna Ghobadi
Vice President of Revenue Cycle and Managed Care

side and the medical group already had experience with ZirMed solutions, and were pleased with the quality, features, and support. "ZirMed's excellent solutions and exceptional client service as well as the proposed cost savings made it an easy choice," says Donna Ghobadi, Vice President of Revenue Cycle and Managed Care. "Now we're using ZirMed's solutions across our entire revenue cycle to maximize payments from patients and payers while boosting our efficiency—and we're saving over \$250,000 annually."

ZirMed's ability to interoperate smoothly with all of Baptist's legacy systems before the transition to Epic—and with Epic afterward—was also key. "Going system-wide with ZirMed before implementing Epic was a great move. It gave us more transparency across our entire revenue cycle, which then made the implementation of a single system-wide healthcare information management system much easier."

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Favorite Features of ZirMed

Now patient-facing staff at all facilities are using the same tools, which improves both efficiency and patient satisfaction. "ZirMed Eligibility Verification gives us the ability to instantly check status when a patient walks in the door, so we know when to ask for additional coverage or payment up front," says Katherine Smith, Executive Director of Revenue Cycle for BHMG. "And with centralized customer service, patient statements reflect all interactions across the system, whether in the hospital or in a physician's office."

Baptist Health files 1.6 million claims a year, and the benefits of using ZirMed on the payer side have been equally transformative. "In the past, our claims with issues fell into a black hole, and since the clearinghouse we were using didn't have direct feedback, we just never saw the claims," says Laurie Warren, Central Billing Office Director.

Now, as Ghobadi points out, "We no longer have to jump to payer websites to find the information we need, because it's all in one location. And with ZirMed's upfront claims scrubbing and simplified rejection messages, our staff can quickly correct issues before claims go to the payers, so we get paid more quickly and reliably."

How ZirMed Benefits Baptist Health

"Even though we have a lot of geographically separated facilities, the common platform allows office staff to manage disparate systems with shared tax IDs," says Warren. "Whether we get forms from United or Anthem or wherever, the ZirMed screen displays the information in the same format. It's also really helpful that we can access all the pieces of the financial information from anywhere. We've improved our cash collections and metrics, and decreased our reworks and denials."

"Our confidence in ZirMed has always been high," says Ghobadi, "and has grown even higher due to the value their solutions add and their superb client service and training. Now we can't imagine our workflows without ZirMed."

"We love seeing the status on each claim and the ability to track each one. Before ZirMed, our clean-claims rate was 87%. Now it's over 98.5%."

Ready to transform your performance?

Contact ZirMed, now known as Waystar: 1-877-925-2303

or visit us at 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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