



WAYSTAR

REVENUE CYCLE TECHNOLOGY

NAVICURE + ZIRMED

CASE STUDY: Yuma Regional Medical Center Achieves \$36 Million Increase in Net Revenue

Yuma Regional Medical Center is a 406 bed, not-for-profit, acute care facility serving Yuma, Arizona

Challenge

- Revenue loss from missing charges and recurring denials
- Bad debt and write-offs from self-pay and charity patients

Solutions

- Charge Integrity
- Denial Avoidance
- Coverage Detection

Results

- \$27 million net revenue identified from Revenue Integrity Solutions
- \$17 million total denial improvement with Denial Avoidance in 22 months
- 5% improvement in denial collections in 22 months
- 4.6% increase in net revenue from Denial Avoidance Solution in 12 months
- 20.4% average hit rate on insurance coverage for patients presenting as self-pay
- \$2.7 million in additional collections for self-pay and payer variance

The Challenge

Like every major hospital, Yuma Regional Medical Center saw opportunities for improvement throughout the revenue cycle. A high priority was capturing missing charges. "Manually monitoring hundreds of thousands of charges was unsustainable and led to significant revenue leakage," said David Willie, Chief Financial Officer, Yuma Regional Medical Center. "Many of the solutions we saw, however, seemed incomplete, going after low-hanging fruit and one-time results."

Denials were also top-of-mind for David and his teams. Besides the substantial revenue impact, the inability to identify denial root causes frustrated the billing staff and strained relationships between departments. "We worked in silos," said Sheri Hanson, Director of Patient Financial Services for Yuma Regional Medical Center. "We didn't have the data to see where denials were coming from or why."

Other issues affecting the hospital's bottom line were bad debt and write-offs from self-pay and charity patients. Amada Lorona, Yuma Regional Medical Center's Director of Patient Access, suspected many of these patients had insurance coverage, but technical and workflow issues in the hospital's patient accounting system kept her team from verifying coverage. "Sometimes patients don't know what coverage they have," said Amada, "or we may not realize a Medicaid application was filed because the notification goes to the patient and not to us."

ZirMed Solutions

To solve their charge capture problems, David and his team chose ZirMed Charge Integrity, largely because it uses predictive analytics to uncover charges that rules-based products can't find. "Our goal was to address underlying causes so we solve problems on the front end," David said. This capability also influenced his decision to go with ZirMed Denial Avoidance, which identifies root causes of denied claims and prevents them from happening in the future. The solution uses a combination of intelligent workflow, reporting, analytics and advisory services to involve the entire revenue cycle in process improvement.

To reduce bad debt and write-offs, the hospital added ZirMed Coverage Detection, which uses proprietary financial intelligence based on more than a decade of healthcare data to identify patients' active and inactive insurance coverage when they don't know if they have primary or secondary insurance.

ZirMed's Revenue Integrity solutions uncovered **\$27 million** for Yuma Regional Medical Center. "These aren't charges we could potentially collect," David stressed. "This is actual **new net revenue** to the bottom line."

Results

ZirMed Charge Integrity uncovered \$27 million for Yuma Regional Medical Center in 35 months. "These aren't charges we could potentially collect," David stressed. "This is actual new net revenue to the bottom line."

"ZirMed's solutions are helping improve processes and bottom line contributions throughout the revenue cycle."

Yuma Regional Medical Center has achieved \$17 million in total denial improvement in 22 months with ZirMed's solution. Since implementing ZirMed's Denial Avoidance solution, denial collections are up 5% and net revenue rose 4.6% in 22 months. "As good a job as we thought we were doing, we didn't know the full potential until we had ZirMed's solutions, reporting and support," Sheri concluded.

ZirMed Denial Avoidance also helped change the hospital's denials culture. "Our onsite ZirMed team looked at our denials very systematically, then talked to each department about their specific issues so the administrators could take responsibility and eliminate problems for the long term," explained Sheri. "ZirMed helped us form a Denials Committee that collaborates with all of our departments. They provide reports, assign ownership of issues and show our teams how they can positively impact the numbers. Our denial KPI's went from the backburner to being a source of pride in our organization."

Return on investment for ZirMed Coverage Detection is strong, delivering a 20.4% average hit rate on insurance coverage for patients presenting as self-pay. "Coverage Detection helped tremendously on the front end," said Amada. "Much of our bad debt and write-offs came from Medicaid accounts. Now our Medicaid enrollment counselors have the tools they need to confirm coverage."

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Impact

ZirMed solutions are helping Yuma Regional Medical Center improve processes and bottom-line contributions throughout the revenue cycle. "With ZirMed's integrated end-to-end platform, we can look at processes that span from patient access to charge integrity to denials," said David. "These solutions allow us the greatest possible impact on our bottom line. We're excited about where we can go in the future."

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PEER REVIEWED
by HFMA*

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



Ready to transform your performance?

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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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