

CASE STUDY:

Sterling Health

Federally Qualified Health Center improves revenue metrics to support their mission of serving the community.

CHALLENGE

- Gain transparency and control over the entire revenue cycle
- Identify and solve root issues creating denials
- Modernize denial process

SOLUTIONS

- Claims
- Remits
- Eligibility
- FISS
- Claim Monitoring
- Analytics Peak
- Coverage Detection

RESULTS

- Increased net revenue by 2%
- Improvement in A/R days from 55 to 40 with planned improvements to achieve 30
- First pass clean claim rate improvement of 3%
- Billers can support more physicians—from 3 to 4 each
- Improved staff satisfaction

The challenge

Nearly a third of Sterling Health's patients have incomes at or below the federal poverty level and less than half are privately insured. As a facility whose mission is to treat all patients regardless of their ability to pay, it's critical that Sterling Health recovers as much revenue as possible from government and commercial payers.

Prior to implementing Waystar, Sterling Health's biggest challenge was inefficient processes, partly due to an inability to quickly identify and solve issues that result in claim denials. The denial process was manual and paper dependent. As CFO, Rick Grant was responsible for the financial health of the organization, but felt he had no control or insight into the revenue process.

“[We] were under pressure to outsource our billing—I've been involved in two such efforts and it has never worked like it's supposed to. It's important to have the tools we need to collect efficiently. Sterling Health is a big employer in our area – we do not want to see people lose their livelihood.”

Rick Grant, Chief Financial Officer, Sterling Health

The solution

After evaluating four revenue cycle management vendors, Sterling Health chose to partner with Waystar to improve their financial metrics and staff efficiency. The overall value of the suite of solutions in addition to the staff's positive reaction to the user interface made Waystar the best choice.

Waystar made the implementation nearly seamless, with weekly touchpoints, on-demand training and responsive support. In addition to clearinghouse services, Sterling Health chose Waystar as their comprehensive revenue cycle solution, selecting Denial Management, Analytics, Claim Monitoring, and Coverage Detection solutions.

CASE STUDY: STERLING HEALTH

Operational improvements

Switching to Waystar has helped Sterling Health achieve growth without increasing headcount. With the improvements in first pass clean-claims rates, billing staff reduced time spent searching for data, researching denials and routing work to specific billers. Additionally, Waystar has helped Sterling Health drastically reduce paper processes—and at the perfect time. The COVID-19 pandemic began less than a month after implementing Waystar.

The Waystar implementation team was able to get Sterling Health up and running quickly and smoothly right before many staff members switched to remote work.

“Being able to complete nearly everything electronically within the Waystar application made the switch to work from home much easier.”

Rick Grant, Chief Financial Officer, Sterling Health

Since managing denials on paper would have been a hardship, very little staff time was ultimately lost.

Measurable success

Sterling Health was unable to measure processes with their previous vendor. Reporting was an issue, there was no way to monitor billing staff performance and a considerable amount of staff time was spent finding the root cause of denials. There was zero visibility into the revenue cycle. With Waystar, management can drill down to root cause issues when they occur, monitor staff to identify billers who are over- or under-performing and quickly resolve problems before they impact cash flow.

“I was nervous when I came on board in 2019 because I had so little visibility into the revenue cycle. Waystar has given me that visibility.”

Rick Grant, Chief Financial Officer, Sterling Health

The impact

“Finance committee meetings are just a little bit easier, with our trends going in the right direction,” Grant says.

Waystar has helped Sterling Health increase net revenue by 2%, accelerated cash flow and empowered the organization to collect a higher percentage of what is earned. Additionally, the staff likes the ease of use of the application and opportunities for on-demand training.

The implementation of current solutions has gone so well, Sterling Health is adding patient payment solutions. These solutions offer personalized billing and communication options, such as text statements that patients can view and pay on their cell phones. Additionally, further cost savings will be realized through the elimination of paper statements and postage. Waystar “helps us promote our mission and removes stress from patients,” Grant says.

The strategic partnership between Sterling Health and Waystar will help Sterling Health transform their revenue cycle process, contributing to the success of the business and allowing the organization to achieve their mission of care for every member of the community.

“Our motto is work smarter, not harder. Waystar lets us do that.”

Rick Grant, Chief Financial Officer, Sterling Health

Ready to transform your performance?

Contact Waystar: 1-844-6Waystar or visit us at [waystar.com](https://www.waystar.com)

ABOUT WAYSTAR

Waystar simplifies and unifies the healthcare revenue cycle with innovative, cloud-based technology. Together, our technology, data and client support streamline workflows and improve financials for our clients, so they can focus on their patients.