RESIDENCY PRESENTATION

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Preceptor – Arvind Perumbala
VP of Business Development
AGENDA

01 My Introduction

02 About Access Healthcare

03 Residency Objectives

04 4 Projects

05 Relevance of MHA classes

06 Advice for First Year
MY HEALTHCARE JOURNEY

2014 - 2019

August 2019

Summer 2020

EXPECTED

REALITY
accesshealthcare™

- Founded in 2011
- End to end revenue cycle management services
- 19 global delivery centers – India, The Philippines and USA
- Customers –
  - Hospitals and Health Systems
  - Medical Billing Companies
  - Dental Practices
RESIDENCY OBJECTIVES

- Revenue Cycle Market and its applications in real world
- Business growth strategies and planning process
- Apply the skills learned in the MHA
ORGANIZATIONAL VALUES => PROJECTS

CONTINUALLY INNOVATE
1. Technologies Entering RCM space

TO GROW AND THRIVE
2. Onshore Services
3. Patient Contact Center

IMPACT TO OUR CUSTOMERS
4. Net Promoter Score
PROJECT 1
How technology is entering RCM space?

- To conduct a market survey on the current trends
- To perform a quantitative analysis on how these technologies would be beneficial
<table>
<thead>
<tr>
<th>RCM Procedures</th>
<th>How AI is helpful</th>
<th>Org.s exploring RPA/ AI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligibility Verification</td>
<td>1. Obtain information in real-time during the check-in process - reduce the risk of rejected or denied claims. 2. Estimate the patient’s share of the total cost of the bill with 90% accuracy. (CHANGE)</td>
<td>Change healthcare, AccuReg</td>
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<tr>
<td>Prior Authorization</td>
<td>Leverage real-time analytics and identify cases needing prior authorization, submit requests to payers, and check statuses. (R1)</td>
<td>R1</td>
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<td>Denial Prediction</td>
<td>Identify potential issues and flag a claim before it is denied. (CHANGE)</td>
<td>Change healthcare, Waystar</td>
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<tr>
<td>Claims processing</td>
<td>Helps hospitals and health plans optimize the entire claims processing lifecycle, mitigate denials before claims submission (CHANGE)</td>
<td>Change healthcare, Waystar, R1</td>
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<td>Status Checks for Claims</td>
<td>Status checks are automatically obtained through RPA into workflow platform to ensure only claims requiring intervention are sent to staff to address. (R1)</td>
<td>R1</td>
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<td>Charge Capture</td>
<td>Helps Hospitals and Health Plans identify potentially missing charges for services performed before claims are submitted. The result: more complete capture of services Proactively create a more complete claim to increase and accelerate revenue with Charge Capture Advisor. (CHANGE)</td>
<td>Change Healthcare</td>
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</table>
3-4% Net revenue lost due to denials
~4.9 million/hospital
90% of the denials are preventable.
$25 -118 spent to rework denials.
60% of the denials are not resubmitted
RPA

Machine Learning

Unified Automation

**BENEFITS**

DENIAL RATE
15% → 11% → 2%

COST TO COLLECT
25% - 50% REDUCTION

TIME BENEFIT
Save 98%

REVENUE COLLECTED
89% → 92% → 98%

CLEANER CLAIMS

COST SAVING

REDUCE A/R DAYS

INCREASED CASH FLOW
PROJECT 2
ONSHORE CAPABILITIES

To expand our service to hospital systems
CHALLENGES FACED BY HOSPITALS

**HIGH DEDUCTIBLE PLAN**

- Patient Payments increased from 5% to 35%
- Self Pay Collection Rate ~25%
- 35% patients worried about their ability to pay a healthcare bill of $500 or less
- 46% patients concerned about paying a medical expense of $1,000 or more
- 83% of physician practices face challenge of slow payment

**REVENUE LOST BY 30-DAY READMISSION**

- National 30-day rate of readmission after hospital discharge is 15.6%
- Average reduction to hospitals 0.73 % for each Medicare payment
- Penalties $528 million in 2016
- 49 hospitals received 3% penalty of the Medicare rate

Source 1
Source 2
30-day Readmission Rule
ONSHORE CAPABILITIES

PATIENT PAYMENT PLANS
- Increased Patient Satisfaction
- Increase in Self Pay Collection Rate
- Increased Revenue Collection

POST DISCHARGE SUPPORT
- 23.1% less likely to be readmitted
- Improved HCAHPS and CMS rating
- Reduction in Cost
- Prevent Revenue Loss

HIPAA COMPLIANT MAILS
- Faster Mail Times
- Free up resources
- Reduce A/R days
PROJECT 3
PATIENT CONTACT CENTER

How Omnichannel is helpful?
OMNICHANNEL WORKFLOW

WHEN PATIENT IS CONTACTED
ADVANTAGES

EXPAND OUR SERVICES

- Patient registration
- Patient appointments
- Referral coordination

- Appointment reminders
- Clinic messaging
- Payment Plans
- Post Discharge Support

BENEFIT TO HOSPITALS

- Reduce Abandon Rate
- Increase Patient Satisfaction
- Increase agent Productivity
- Save on Call Center Cost
PROJECT 4

NET PROMOTER SCORE

Index that ranges from -100 to 100 reflecting the willingness of clients to recommend a service or product further.

To Understand the role of customer satisfaction survey
What are the reasons you gave us this score?

How likely are you to recommend this to someone?

Number of Customers

NPS Score

Detractor Passiver Promoter

Pinpoint and overcome customer issues

Perform Preventative maintenance

Identify areas of growth

Quantitative analysis

Qualitative analysis
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<th>Customer</th>
<th>Score</th>
<th>Category</th>
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| Total Number of Customers | 78 |
| Number of Promoters      | 13 |
| Number of Detractors     | 51 |
| % Promoters              | 17%|
| % Detractors             | 65%|

NPS SCORE: -49
OUTCOMES

How Technologies Entering Market Space
- Market Analysis
- Data points

Onshore Capabilities
- 3 Onshore Capabilities

Patient Contact Center
- Created Workflow

Net Promoter Score
- Created a template
- Outline strategy to leverage the survey

Technological Requirements
- Investment Cost

HIPPA Complaint Mails - Exploring Partnership opportunities
- Patient Payment Plans - Working on strategies
- Post Discharge Support – Deeper analysis

Patient Contact Center Service Providers

To be rolled out by the end of this year
RELEVANCE OF MHA CLASSES

- HPA 524: Management Health Service Organization
- HPA 897: Project Management
- HPA 897: Healthcare Operations
- HPA 447: Healthcare Finance
Current affairs
Say yes
Be flexible
Ask Questions
Connections
THANKS FOR THE SUPPORT

MENTOR

Mr. Bob Burleigh
President at Brandywine Healthcare services
THANK YOU

QUESTIONS

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