

# ASC INCREASED SELF-PAY COLLECTIONS BY 159% WITH MNET



## Case Study Overview

Mnet wanted to know if it was still possible to substantially increase self-pay collections, in spite of the challenges faced by Ambulatory Surgery Centers. As a result, Mnet conducted a 6-month pilot with Baylor Scott & White Surgical Hospital - Carrollton. The result was a resounding YES! Carrollton's self-pay collections were increased by **159%**.

## The Challenges

Because patient out-of-pocket expenses continue to balloon\*, patient consumerism in the marketplace demands higher levels of concierge patient education around their bills to make payment - often resulting in non-payment or delayed payment.

When patients don't pay in full when billed, Ambulatory Surgery Centers must decide how and when to contact their patients. This patient contact is not only costly, but drives up the days in AR, and is otherwise difficult for the onsite staff to manage. Many ASCs are challenged to improve communication as they not only lack dedicated staffing, but also the workflow tools and technology to streamline this process.

\* According to a TransUnion study, patients' out-of-pocket costs have continuously risen year over year to over \$1,100 as of 2018. Additionally, a survey by The Commonwealth Fund found that 79 million Americans have problems with medical bills or debt. Thus, the expenses increase for the patient leaving them less able to meet their financial obligations. In fact, according to another TransUnion Health study in 2016, 68 percent of patients with up to \$500 in medical bills didn't pay off the full balance.

## The Solution

Starting in July 2019, Mnet focused on patient communication through a dedicated patient concierge center for patients with complex questions or needs, a well-designed PaySuite for self-servicing, and an effective workflow to accelerate self-pay collections.



### Patient Financial Concierge

Patients were able to access an established and dedicated patient billing contact center with availability until 8pm local time plus weekend hours. Mnet began taking and making calls as the patient billing department for BSW - Carrollton. Helpful, friendly representatives were now walking patients through their balance, assisting with payment plans or finance offerings, and helping them understand their bill.



### Customized Online PaySuite

Patients were also directed by the statements to a custom online mobile-ready PaySuite that worked in conjunction with the ASC's existing web page. Using the self-servicing PaySuite, patients could now pay their balance in full, set up facility-approved payment plans or select from other financial services to manage their balance. To help meet patient needs, the PaySuite provides 100% patient acceptance.



### Payment Solution Accelerated Workflow

In order to operate seamlessly from a patient perspective, Mnet built integrations with the patient accounting system and merchant services provider. This ensured both Mnet and the facility had current accurate account information to better serve patients, accelerate their self-pay collections and reduce delayed payments caused from bill confusion.

## The Results

- Increased Cashflow
- Self-Pay Collections Increased by 159%
- Patient Communication was improved
- Collection agency rate reduced by more than 55%



To measure program success, Mnet was provided baseline facility collections on patient balance after insurance. The second month post-implementation saw self-pay recoveries increase by 136%. Over the subsequent six months, performance held at an average of 159% more than the pre-program baseline. This led to an avoidable write-off reduction of over \$190k in the first six months. Expanding the options for omnichannel communications and augmenting the payment options available to the patients led to a reduction in payment timelines overall. Patient complaints remain at or lower than pre-program levels as Mnet & facility teams meet regularly.

To ensure the Day 1 Patient Pay Solution also met budgetary requirements, the entire program was provided on a 100% contingency fee structure and no setup cost.

### 6 Month Pilot Financial Outcomes

Pre-SurgiCARES Self Pay Collection Baseline	<b>\$20,000 monthly</b>
Post-SurgiCARES Self Pay Collection Average	<b>\$51,832 monthly</b>
Self Pay Collections Increased by	<b>159%</b>
Increased Cashflow During Pilot (Bad Debt Avoidance)	<b>\$190,994</b>

## Pilot Details

The 6-month pilot was conducted from July 2019 through January 2020.



Baylor Scott and White Surgicare – Carrollton is an ambulatory surgery center and an affiliate of United Surgical Partners International partnered with local physicians and Baylor Medical Center. The facility specializes in Orthopedics and Pain Management, and offers two operating rooms and a treatment room onsite in Carrollton, TX in Denton County.



Mnet is a revenue cycle service & technology provider partnering with the surgical industry to provide custom patient-pay solutions to surgical hospitals, ambulatory surgery centers, and management companies. As of 2020, Mnet services over 700 surgical facilities nationwide both directly and in support of centralized billing offices. With patient billing and collection services beginning at Day 1 of patient responsibility and carrying through to account resolution, Mnet has a solution to help increase your self-pay recoveries while enhancing your patients' experience.

### See How Mnet Can Improve Your Patient Collections

Try our free collections estimator online at:  
<https://mnethealth.com/collections-estimator>