Revenue Cycle Management

~Becoming a patient focused but metrics driven

Revenue Cycle team~ Presented by: Kimberly Moore Director, Health Care Revenue Cycle Consulting 701.239.8673

kmoore@eidebailly.com



CPAs & BUSINESS ADVISORS

Experience the Eide Bailly Difference

www.eidebailly.com





"In all human affairs, there are efforts, and there are results, and the strength of effort is the measure of the results."

-James Allen, British-born American essayist, author of "As a Man Thinketh"



"In business, words are words, explanations are explanations, promises are promises, but *only performance is reality*."

> Harold S. Geneen Former President and CEO of ITT

> > www.eidebailly.com



- The old saying is correct: "What get's measured, get's improved"
- Providing managers and staff with accurate, intuitive and easily interpretable data is one-third of the recipe for improvement. The other key ingredients are alignment with strategic objectives and a system for accountability.
- Accurately implement those items that will drive improvement vs. implementing for implementation sake.
- Heightened awareness of accountability and transparency when communicated at the proper levels with in the team.
- To move from, not just Good to Great but from Great to Excellent!!!





- Do you ever look at your Revenue Cycle and ask yourself:
 - How do top performing hospitals become top performing hospitals?
 - How can I ensure the best quality processes are in place?
 - How can I engage leadership and my team to move toward the same goals?
- The simple answer MEASURE TO IMPROVE but remember measurement with out accountability is ineffective.



- Educate first help your team understand your direction.
 - Define: Never assume that everyone understands the acronyms you might use.
 - Remember not everyone understands metrics or how they effect their performance.
- Get feedback from the team they know their challenges and have ideas about what they would like to have improved.
- Identify those metrics that you will measure and communicate them with your team.
 - Always explain 'Individual Accountability' what can they do to help improve. What will happen if they do not.
 - Tie Process improvement to incentives.



- 1. Empower self service data access
- 2. Aggregate all data sources
- 3. Provide data drill down within dashboard
- 4. Identify trends and act
- 5. Reward data driven action and fact sharing



- Revenue Cycle Leaders that influence a culture, driven by performance standards, backed by real data, create positive change.
- Leaders that share realistic goals with their teams and help them understand:
 - How their goals are established
 - How Individual Accountability is just as important to ones self as it is
 to overall good of their team and the hospital over-all.
 - That to support the team, management will have real-time course correction plans to influence improvement.
 - That progress will be measured daily/weekly/monthly
 - That Management will Report positive as well as negative results
 with Senior Leadership as well as the entire team.
 - That there will be accountability for all actions taken and those missed.
- Everyone can be a "leader" for change.

User community adoption – viral use!

"The old approach to business intelligence confirms what we know. Now departments throughout the hospital can ask the question, 'What am I trying to accomplish?' and explore what they don't know."

> -Ted Corbett, Director of Knowledge Management, Seattle Children's Hospital



- In High Performing Hospitals' Senior Leadership publicly support the notion that the Revenue Cycle is not a "money thing" it is a hospital wide responsibility as well as a patient responsibility.
- When leadership shows support, positive change can happen. Invite your CFO to your meetings.

CFO's...attend when you can.



Organizational Structure

Structure

- Do you have a functional organizational structure with Key Revenue Cycle leaders?
- Has the structure been clearly communicated to staff?
- Does leadership support the Revenue Cycle's operating model and objectives?
- Are the Revenue Cycle objectives in line with the facilities strategies?
- Does Leadership communicate expectations, opportunities and successes with the staff?



What to Measure:

- Gross Days Revenue Outstanding
- □ Net Revenue outstanding
- Gross to Net Revenue Ratio
- □ Un-collectibles
- Days from Discharge to Bill
- □ Aged AR from Discharge
- Self Pay Revenue and Self Pay AR
- Medicare, Medicaid Managed Care, Other Sources Revenue and AR
- # of Open Accounts and per collector
- □ Cost to Collect
- □ Denials % GR
- Denial over-turned %
- Payer Rejects as % of Remit

□ Pre-Reg. Rates and Financial Clearance Registration accurac Ins Verification Rates □ Service Auth. Rates POS Cash Collections □ POS – Prior Balance collection % □ Cash Collections as % Net /Gross □ SP Conversion Rates □ Late Charges □ Case Mix □ Payer Mix Patient Satisfaction scores □ Vendor (Net Back %)



Metric/Benchmark

- 1. Gross Days Revenue Outstanding Benchmark: 60 days
- 2. Gross % of Revenue as Uncollectible Benchmark: 5%
- 3. Days from Discharge to bill Benchmark: 10 days
- 4. A/R > 90 days Benchmark: 25 days or Less

Hospitals Nationwide

49.73 Days

5.37%

13.12 Days

24.33 Days



Metric/Benchmark 5. % A/R in SP	Hospitals Nationwide 17.11 %
6. % Gross SP Revenue	<u>5.03 %</u>
7. % A/R MDCR	29.88 %
8. % Gross MDCR Rev.	<u>42.50 %</u>
9. % A/R MDCD	12.43 %
<u>10. % Gross MDCD Rev.</u>	<u>12.50 %</u>



Metric/Benchmark	Hospitals Nationwide
11. % A/R Commercial	8.20 %
12. % Gr. Commercial Rev	<u>6.16 %</u>
13. % A/R Managed	25.48 %
14. % Gross Managed Rev	<u>27.02 %</u>
15. % A/R Other	9.54 %
16. % Gross Other Rev	<u>4.86 %</u>



Metric/Benchmark

- Avg. # of Beds
 Open IP Accounts
 Open ER Accts
 Open OP Accounts
 Claims Billed/Mo
 Cost to collect/\$
- 24. % Gross Denials25. % Net Denials26. Days Credits

Hospitals Nationwide 246 Beds 3618 Accts 7921Accts 32,557 Accts 16,849 claims 2.43 cents 60.15 Days 0.09 % 0.22 %

0.66 days



(BYODB) Before You Open Daily Business

- This is both a tool and an advanced approach for Measurement of daily KPI's
- This tool is used daily at a payer level
- This document is used to guide each functional area of the Revenue Cycle
- BYODB manages away "surprises" that would normally create chaos for Finance and the Revenue Cycle Team at month end.

Examples: Turn over rates, Net Days to Target days, DNFB to target, Cash to target, Cash Acceleration Opportunities, Net to Gross %, Conversion rates, Erosion Rates to target, Contractual to Target, CWOT, POS to total Cash and to total expected, % of financially cleared accounts prior to admission...

	UB:FB as %	Conversion	Rate of		Factor	AR
	Gross Rev	Rate: UB:FB	Gross	Adj. as % of	Beginning of	Factor
Month/Yr	Ratio	%	Revenue %	Conversion Rate	Month	MTD
November-09	102.2%	98.3%	100.4%	52.6%	56.8%	54.6%
October-09	107.6%	90.2%	97.0%	57.9%	54.3%	56.8%
September-09	96.5%	102.3%	98.7%	58.2%	56.8%	54.3%
August-09	93.2%	102.8%	95.8%	57.5%	53.6%	56.8%

Income Statement Imparatives Bad Debt								
BD Transfers \$1,483,606								
BD Recoveries	\$65,802.00							
BD Less Recoveries/ Gross Revenue 11.6%								
Denials								
Gross Denial Rate tbd								
Denial Recoveries	tbd							
Net Denial Rate	tbd							
Net Denial Impact	tbd							

Notes:

Days in Revenue Outstanding

Month/Yr	Gross Days	Net Days	DNFB Net Days	Delayed Cash Opportunity Do to Unbilled beyond suspense	Days in Credit Balances	Medicare Net Days	Self Pay Net Days
November-09	51.5	64.8	9.6	\$1,904,836	tbd	37.9	443.4
October-09	53.2	66.6	9.7	\$1,471,617	tbd	24.5	441.9
September-09	49.9	63.4	10.9	\$1,909,272	tbd	23.9	465.2
August-09	49.6	63.8	7.6	\$1,647,177	tbd	30.3	477.1

Income Str	nt & Cash
	¢ 4 722 01 < 00
Cash MTD	\$4,722,016.00
Cash Target	\$9,049,682.00
Variance MTD	\$4,327,665.00
Rolling Target	\$6,033,121.00
Cash MTD	
Rolling Variance	-\$1,311,105.00

Notes:

Other Operating Statistic

other Ope	erating Stat	ISUCS									
Month/Yr	Revenue	ADGR	ADNR	Gross A/R		Net to	Adj. As % of Gross Revneue	BD as % Gross	Charity Care Adj as % Gross Rev	A/R > 90 as \$	AR > 90 as % total A/R
November-09	\$12,834,442	\$764,193	\$331,647	\$40,563,954	\$22,149,715	54.6%	52.8%	11.6%	2.1%	\$13,805,096	35.5%
October-09	\$22,755,934	\$764,193	\$331,647	\$40,532,916	\$22,194,385	54.8%	56.2%	3.6%	1.3%	\$14,016,461	36.3%
September-09	\$22.611.000	\$786,947	\$342,353	\$39.828.655	\$22.025.547	54.3%	57.5%	2.6%	2.0%	\$13,774,462	34.6%

Business Intelligence Impacts!

- 1. Hospitals have uncovered underlying, recurring issues with claims processing that have let them proactively identify claims that need a different level of attention to be processed on time.
- 2. Clinics have uncovered service providers who are not assigning correct services and taken corrective action.
- 3. Physicians running studies are identifying patients who not only have not been adhering to protocols, but glean insight as to the possible reasons behind this to take action.

Scenario– Hospital Profitability



Charges vs. Collections



Collections = \$317,477,273 Charges = \$349,684,581





Physician	Cha 🛆	Collected	%	
ROBINSON, JOHN JA	\$0	\$190,095	-	^
Russell, Alexandria	\$2,810	\$2,241	79.7%	
Cooper, Nathaniel	\$5,313	\$5,903	111.1%	
Barnes, Jasmine	\$6,379	\$5,251	82.3%	
Hill, Jack	\$10,307	\$0	0.0%	
Cai, Tamara	\$10,717	\$11,520	107.5%	
Patel, Kristi	\$10,851	\$9,438	87.0%	
Murphy, Kimberly	\$11,176	\$10,853	97.1%	
Kumar, Lindsay	\$11,576	\$10,711	92,5%	
Miller, Justin	\$12,985	\$10,603	81.7%	
Perry, David	\$13,967	\$12,902	92.4%	

Charge Detail Information

Current Selections	-	Total Amo over 90 \$29,370,6	כ	Net Patie Revenue 416,397,3	е	Cash Collecte as % of Net Re 76.24 %		Avg Days Outstanding 58.36				
		Fin_Class	Over 90	Total	% Visual		Discha	arge Not Final Coded			🖴 XL 👝 🗖	
				5 \$35,152,790.17	100%		Patient	9	Discharge D	Final Bill Date		
	>	01-MEDICARE	\$554,315.5		3%		T utterite		Discharge_Di	III IIIII_DIII_DUC	-	
Fin_Class	P	02-MEDICARE	. \$10,215.3		0%							
01-MEDICARE	~	03-MEDICAID	\$111,054.1		0% 🖬							
02-MEDICARE - DPU		04-WORKERS	\$53,436.7		0% 💻							
03-MEDICAID		05-COMMERCI.	\$974,274.3		3%							
04-WORKERS COMP		06-CHAMPUS	\$31,979.6		0%							
05-COMMERCIAL		07-HMO	\$1,339,255.0		5%							
06-CHAMPUS	=	08-PPO	\$3,485,614.0		12%							
07-HMO		09-MGD MEDI	\$17,183.4		0%							
08-PPO		10-FEDERAL	\$263,750.7		1%							
09-MGD MEDICAID		11-STATE - NO. 12-MGD MEDI	\$103,784.0 \$181,230.3		1%							
10-FEDERAL		TZ-WOD WEDI	\$181,230.3	4 \$279,951.39	170							
11-STATE - NON-MCAID & Li	0C		Charge Deta	aile								
12-MGD MEDICARE			onarge Dea									
13-BLUE CROSS/COST	F	PatientID	Fin_Class		Facility	Majo	r Payer	Total_Billed_Charges To	tal_Payments	Expected_Pmt	Admission_Date	DRG_Code_H
		3833397	3 08-PPO		Mission Valley	Hospital Medi	icaid	\$31,444.35	\$6,141.0	8 \$6,823.6	2 03/09/2008 00:00:	00 49
Major Payer	P	38333134	1 08-PPO		Mission Valley	Hospital Medi	icaid	\$680.59	\$231.4	1 \$231.4	0 10/25/2008 00:00:	00
Blue Cross		38333135	2 12-MGD MEDIC/	NRE	Mission Valley	Hospital Unite	ed	\$175,165.95	\$19,526.3	7 \$20,680.2	2 10/26/2008 00:00:	00 23
Humana		38333201			Mission Valley			\$3,911.48	\$386.9		0 06/13/2009 00:00:	
Medicaid		343092532	9 07-HMO		Rosemont Med	lical Center Medi	icaid	\$3,703.24	\$1,797.6		8 03/13/2007 00:00:	00
Medicare		3430942015	5 08-PPO		Rosemont Med			\$639.23	\$217.3		4 03/09/2008 00:00:	
Self Pay		3431828720				g Medical Center Medi		\$42,142.54	\$6,667.3		1 03/09/2008 00:00:	
United			2 12-MGD MEDIC/	\RE	Las Vollas Med			\$36,731.36	\$8,072.6		8 01/10/2007 00:00:	
Facility	P	06742434039			Las Vollas Med			\$10,232.49	\$1,973.0		8 01/05/2007 00:00:	
Baptist Medical Center	-	06742434042			Las Vollas Med			\$6,004.39	\$2,401.7		5 01/05/2007 00:00:	
Belmont Medical Center	— ï -	06742435380			Las Vollas Med			\$36,191.78	\$6,430.7		7 12/30/2006 00:00:	
Centerview Hospital			8 01-MEDICARE		Las Vollas Med			\$60,014.59	\$16,370.2		5 01/01/2007 00:00:	
Centerview Huspital		06742435611			Las Vollas Med			\$14,282.55	\$2,631.0		2 01/19/2007 00:00:1	
Charm Drive Medical Cantos		06742435817			Las Vollas Mec			\$5,455.15	\$1,288.4		6 02/06/2007 00:00:	
Cherry Drive Medical Center	_				Las Vollas Med	lical Center Medi		\$10,896.66	\$1,973.0		8 01/05/2007 00:00:	
Davenport Hospital	nte	06742435859			1 11 11 12							
Davenport Hospital Drakes Landing Medical Ce		06742435861	9 07-HMO		Las Vollas Mec			\$10,226.83	\$3,114.43		8 01/05/2007 00:00:1	
Davenport Hospital Drakes Landing Medical Ce Green Hope Medical Center		06742435861 06742435864	9 07-HMO 5 08-PPO		Las Vollas Med	lical Center Unite	ed	\$474.78	\$189.9	2 \$207.0	1 01/03/2007 00:00:	00
Davenport Hospital Drakes Landing Medical Ce Green Hope Medical Center Jacksonville Hospital		06742435861 06742435864 06742436016	9 07-HMO 5 08-PPO 9 07-HMO		Las Vollas Mec Las Vollas Mec	lical Center Unite lical Center Unite	ed ed	\$474.78 \$587.10	\$189.9 \$234.8	2 \$207.0 4 \$217.8	1 01/03/2007 00:00: 2 01/04/2007 00:00:	00 00
Davenport Hospital Drakes Landing Medical Ce Green Hope Medical Center	r	06742435861 06742435864 06742436016 06742436088	9 07-HMO 5 08-PPO 9 07-HMO		Las Vollas Med	lical Center Unite lical Center Unite lical Center Medi	ed ed icaid	\$474.78	\$189.9	2 \$207.0 4 \$217.8 1 \$625.3	1 01/03/2007 00:00:	00 00 00



Front End : Revenue Cycle Metrics

Pre-Registration Rate:

This indicator will show the timeliness, accuracy and efficiencies of your Patient Access processes. To Pre-Register an account allows the facility to gather data prior to the patients appointment date. It also allows for a more timely registration process and patient flow at the time of service.

Equation: # of patient encounters pre-registered # of scheduled patient encounters

Insurance Verification Rate:

This indicator also shows the timeliness, accuracy and efficiencies of your Patient Access processes. Insurance regulations, changes in coverage and employer cost cutting initiatives are just a few issues that are uncovered during an insurance verification encounter. Discussions with the carrier and/or the patient prior to services rendered can eliminate issues on payment receipt on the back end of the revenue cycle where you are less likely to be able to collect.

Equation: <u>Total number of verified encounters</u>

Total number of registered encounters



Front End: Revenue Cycle Metrics

Service Authorization Rate:

This indicator also shows the timeliness, accuracy and efficiencies of your Patient Access processes. Many carriers require Authorization be obtained prior to services being rendered. This indicator will reflect only those services that are on the schedule. Keep in mind that if changes are made in the clinical setting with out notice to the Authorization team, you may need to implement a new process.

Equation: <u>number of encounters authorized</u>

number of encounters requiring authorization

Cash Collection as a % of Adjusted net Patient Service Revenue:

Indicator to accurately report effectiveness for converting Patient Service Revenue into Cash. The **Value** of this indicator is it indicates fiscal integrity/financial health of the facility.

Equation: <u>Total Cash Collected</u>

Average Monthly Net Revenue



Point-of-Service (POS) Cash Collections:

Trending of POS efforts. Implementation of POS Collections should be considered at each facility. The **Value** of this measurement is to identify potential exposure to Bad Debt, accelerates cash collections, and can reduce collection costs. POS might be defined as any payment received *Prior to, at or with in 7-10 business days post* Date of service.

Equation: POS Payments Received

Total patient cash collected

Pre and Point of Service Self Pay A/R Collections:

This metric may take a bit more manual figuring, however, it is an indicator that the Revenue Cycle team is taking a holistic approach looking at past accounts and creating **"Consumer Accountability"**

Equation: <u>Total Cash Collected on A/R</u>

Total \$ in Self Pay A/R for scheduled patients



Middle: Revenue Cycle Metrics

Late Charge as a % of Total Charges:

A measurement of revenue capture efficiency. The **Value** is to identify opportunities to improve revenue capture, reduce unnecessary costs, enhance compliance, avoid write offs and rework and accelerate cash flow.

Equation: Charges with Post Date greater than three days from last service date

Total Gross Charges

Days Revenue in HIM:

Dollar amount of receivables delayed in medical records as seen as average days of revenue.

Equation: Dollar amount in receivables delayed in HIM Average daily revenue

Unbilled Beyond Suspense:

Within the DNFB receivable is a sub-set of accounts that have moved beyond the target date for FB. (Suspense Dates). These receivables represent a direct delay in cash conversion opportunities. This \$ amount tends to represent the exact co-efficient of any cash short fall being expressed during the month.



Middle: Revenue Cycle Metrics

Discharged Not Final Billed (DNFB) Rate:

This is an indicator of charts that have not yet been finalized coding, documentation deficiencies, physician queries etc. a charts on hold report should be reviewed to identify coder performance, provider performance, departmental performance (charges not entered timely), system issues that are causing charts to remain on hold vs. moving to your billing department and/or your business office may be slow in billing claims. It can identify performance issues impacting cash flow.

Equation: Gross Dollars in A/R (Not Final Billed)

Average Daily Gross Revenue

Average Discharge to Bill time:

Discharge to Final Bill Days. Be sure to factor in any delays with in your editor. Use in-patient claims only.

Medicare Equation:Average # of calendar days from Discharge to Billing MedicareAll others Equation:Average # of calendar days from Discharge to Billing Others



Middle & Back: Revenue Cycle Metrics

Discharged not Sent to Payer (DNSP) Rate:

This indicator is used to identify claims that have not been sent to the payer. It includes (FBNE) Final Billed Not Edited (bills held in your claim editor for various reasons) and DNFB accounts.

This equation is not always identified in your host system, in some cases the account will show as billed but is actually stuck in your editor. Be sure to pull reports from your Claims Editor system.

FBNE as % of total claims:

FBNE: Total # Claims on Hold in Editor Total # of claims submitted

Plus

DNFB as % of Gross Revenue: <u>Gross Dollars in A/R (Not Final Billed)</u> Average Daily Gross Revenue

DNSP:Total Gross Discharged Unbilled (DNFB \$ + FBNE \$)Average Daily Gross Revenue



Back End: Revenue Cycle Metrics

Net Days in A/R:

Indicator to show overall A/R Performance. This can be performed by payer or financial class as well.

Equation: <u>Net Accounts Receivable (A/R)</u>

Average Daily Net Patient Service Revenue

Net Days Revenue in Credit Balance:

Indicator to accurately report account values, ensure compliance with regulatory requirements, and monitor overall payment system effectiveness. The **Value** of this indicator is whether credit balances are being managed to appropriate levels and are compliant to regulations.

Equation: Dollars in Credit Balances

Average Daily Net Patient Service Revenue



Back End: Revenue Cycle Metrics

Financial Class or payer AR as a % of Total AR:

This metric will show you well performing payers and those that may need to be reviewed. At a minimum Revenue Cycle leadership should meet with top payers to discuss process and payment improvement. Be sure to have either feedback or personal representation from those who work closest with the payer.

Equation: Total \$ amount in Self-Pay:Medicare:Medicaid:Managed Care:Commercial:Other

Total \$'s in Open A/R

Aged Accounts Receivable as a % of Billed A/R:

This indicator is used to identify receivable collectability and indicates the revenue cycle's ability to liquidate A/R. This can also be used to identify Payer or financial class %'s.

Equation: <u>>30,>60,>90,>120 days</u>

Total Billed A/R



Back End: Revenue Cycle Metrics

Average Daily Gross Revenue:

Equation: <u>Gross Revenue</u> Days in a quarter

Gross Days Revenue Outstanding:

Equation: <u>Total \$ amount in open A/R</u> Average Daily Revenue

Cost To Collect:

Operational Performance with in the Revenue Cycle. Indicates efficiency and productivity with in the processes. It is recommended that you include: staff members performing insurance billing and verification, patient account representatives, cashiers and cash application staff, refund staff, financial counselors, pre-registration, pre-certification, and POS registration staff, collectors, managers and supervisors involved in these areas. Be sure to include temporary staff costs and outsourced costs. Do not include UR, coding, HIM.

Equation: <u>\$ Amount of Total YTD Revenue Cycle Expenses</u>

\$ Amount of Total Cash Collected YTD



Self Pay: Revenue Cycle Metrics

Total Un-collectibles:

This indicator will show the total dollars for services rendered that were not collectable. It is an indicator that shows both exposure to Bad Debt and the importance of a Pre-Service Financial Clearance process.

Equation: <u>Total Gross \$'s of Bad Debt + Charity</u>

Total Gross Revenue YTD

*Avoidable Denials can be grouped here as well

Charity as a % of Uncompensated Care

Monitor Charity Care Versus Bad Debt. The **Value** is a reflection of community service.

Equation: Charity Care Write-off amount

Total uncompensated care (Bad Debt + Charity Care)

Conversion Rate of Uninsured Inpatient to Payer Source:

Trending indicator of qualifying uninsured inpatients for a funding source. The **Value** Indicates the facilities ability to secure funding for uninsured patients.

Equation: Total number of cases approved

Total uninsured inpatient discharges

www.eidebailly.com



Self Pay: Revenue Cycle Metrics

Bad Debt:

Trending indicator of the effectiveness of Self-Pay collection efforts and financial counseling. It indicates the facilities ability to collect self-pay accounts and identify payer sources for those who can not meet their financial obligations.

Equation: Total Gross \$'s of Bad Debt Write-Offs

Total Gross Patient Service Revenue (YTD)

Charity Care:

Indicator of community's ability to pay. It shows services provided to patients that were unable to pay.

Equation: <u>Total Gross \$'s of Charity Care Write-Off</u>

Total Gross \$'s of Patient Service Revenue (TYD)



Staff: Revenue Cycle Metrics

Staff Ratios:

A/R Accounts per Biller FTE

Equation: <u>Total Open Accounts</u> Number of Billers

Total Claims per Biller FTE

Equation: <u>Claims Billed per Month</u> Number of Billers

Total Accounts per Collector FTE

Equation:Total Open AccountsNumber of Collectors

Business Office open accounts per FTE

Equation: <u>Total Open accounts</u> Total A/R Management FTE



HFMA MAP Keys



These seminar materials are intended to provide the seminar participants with guidance in Health Care Revenue Cycle matters. The materials do not constitute, and should not be treated as professional advice regarding the use of any particular Revenue Cycle technique or the consequences associated with any technique. Every effort has been made to assure the accuracy of these materials. Eide Bailly LLP. and the author do not assume responsibility for any individual's reliance upon the written or oral information provided during the seminar. Seminar participants should independently verify all statements made before applying them to a particular fact situation, and should independently determine the correctness of any particular insert subject matter planning technique before recommending the technique to a client or implementing it on the client's behalf.