

## CASE STUDY



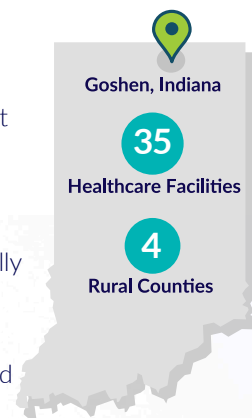
# Building on the Foundation: How Goshen Health Transformed Patient Experience and the Revenue Cycle with Integrated Patient Access, Intake and Engagement

## THE CHALLENGE

When Goshen Health's leadership established new strategic imperatives to guide them to the next level of exceptional patient experience in their community, Sue Plank, Goshen's Director of Patient Access, knew there were significant opportunities to improve in her department and across the health system. Now she had leadership's backing to drive change.

Goshen's outdated, decentralized and disjointed processes needed an overhaul. Communication and collaboration across departments was a challenge, and they were lacking the tools to optimally communicate with patients, provide price estimates and collect payment.

In addition, COVID-19 dramatically accelerated their need for a comprehensive digital patient intake and engagement solution. Plank knew these factors were contributing to undesired outcomes:



- 1 Goshen's patient experience times (registration time plus wait time) exceeded desired thresholds.
- 2 Patient registrations were not centralized through the patient access department, leaving registrars and service areas without a singular data access point.
- 3 There was no organized communication across departments, resulting in redundant phone calls and overlapping information, which created distractions, delays and confusion among staff and patients.
- 4 COVID-19 accelerated the need for digital intake and engagement technology to improve safety for staff and patients.
- 5 Pre-service cash collection was underperforming desired levels.

## Centralized Registrations, New Technology, Reallocated Staff

Plank realized these challenges could be rectified by making a digital transition, and COVID-19 was a catalyst to accelerate those plans. Before making the leap to new patient access, intake and engagement technology, Plank centralized all registrations to the main lobby, adding a kiosk and reassigning registration staff to pre-registration. In addition, they began scheduling all appointments to reduce walk-in traffic. In doing so, Goshen increased registration capacity in the main lobby by 55 percent, and they reduced patient experience time (registration time plus wait time) by 57 percent.

Now it was time to build on this momentum by implementing new integrated patient access, intake and engagement technology that would complement their EHR. Doing so streamlined staff workflows and collaboration and improved patient flow.

## Building on Patient Access to Engage Patients

As a longtime AccuReg customer, Goshen already had the Best in KLAS® patient access solutions in place to serve as the foundation for a digital evolution. Rather than using frustrating bolt-on, disparate systems and managing multiple costly vendor relationships, Plank chose to implement AccuReg EngageCare, an integrated platform for patient access, intake and engagement. By adding EngageCare's digital intake and engagement solutions to their existing patient access solution, EngageCare Provider, Goshen was poised to build on their foundation to transform patient experience and the revenue cycle.

# EngageCare®

Goshen also used EngageCare to transition pre-service administrative tasks from registrars to patients. To ensure the data integrity necessary to prevent denial-causing patient errors, Goshen used AccuReg's automated patient access technology to audit 100 percent of registrations for quality assurance and intelligent eligibility verification to decipher service-level benefits.

### In February 2021, Goshen launched EngageCare, enabling their patients to:

- Receive automated [appointment reminders](#) with the ability to confirm, cancel or reschedule appointments in advance.
- Complete [online pre-registrations](#), where patients can verify and update demographics, take photos of ID and insurance cards, which use OCR technology to convert images to usable data.
- Read and [sign consent forms](#) online in advance of appointments.
- Communicate with staff via text and email while the patient access team benefits from having a central communication hub.
- Complete digital COVID screenings on their devices prior to appointment arrival to save time.
- [Complete virtual check-ins](#) using their own devices or by scanning their QR codes at kiosks, enabling patients to expedite the screening and check-in process and use virtual waiting rooms.



*"EngageCare enables us to give patients the digital consumer experience they expect, improve the performance and efficiency of our colleagues, and collect more cash, all at a lower cost."*

**SUE PLANK**

Director of Patient Access, Goshen Health

# THE RESULTS

Digitally engaging with patients through a single, automated platform is Goshen's key to success. Within six months of implementation, and with little promotion or marketing to their community of this new technology, the hospital saw an overall adoption rate of 50 percent of patients.

Plus, patients of ALL ages are responding favorably. While it's often assumed older adults won't embrace or utilize digital patient intake and engagement technology, Goshen debunked that theory. People in their 20s engage at the highest rate at 46 percent, and ages 30-79 are close behind, engaging at 40 percent.

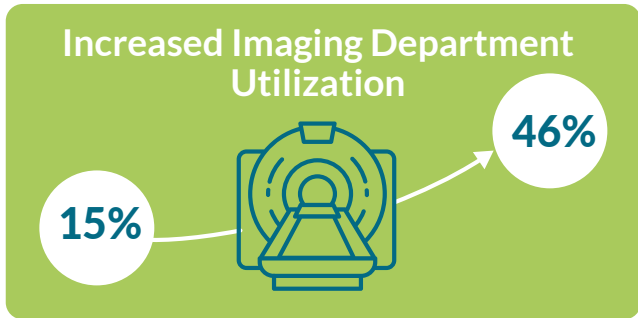
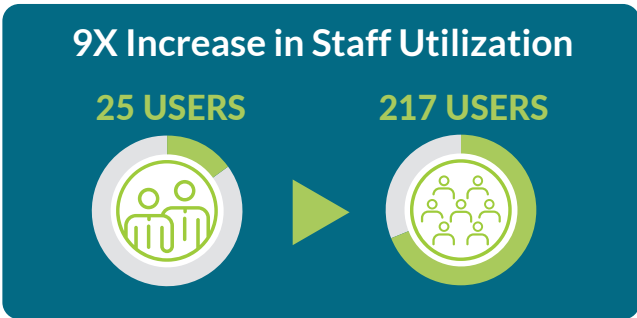
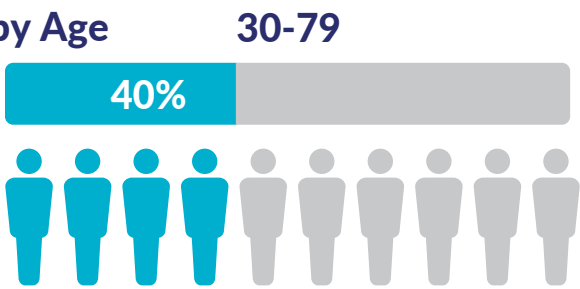
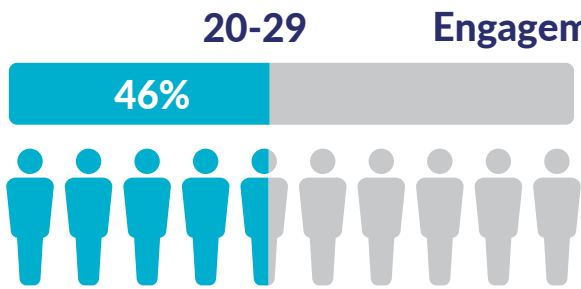
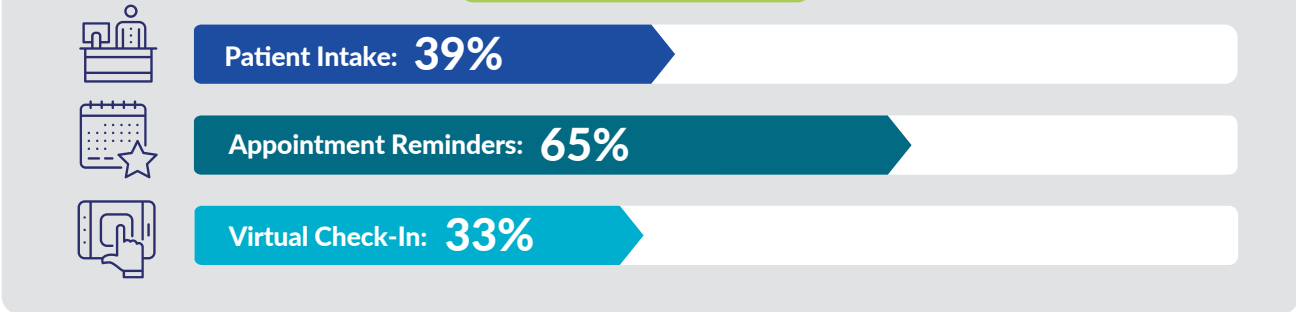
Patients of all ages are also embracing virtual check-in technology. Since Goshen implemented EngageCare Pass, which allows patients to simply scan their QR codes at kiosks and proceed to service, virtual check-ins jumped to nearly 50 percent—up from 33 percent usage before implementation of EngageCare Pass.

In addition, Goshen is leveraging appointment reminders from the moment patients are scheduled to decrease no-shows and allow for convenient rescheduling. As a result, Goshen is experiencing significant positive impact on their no-show rate, which is saving tangible revenue that would have otherwise been lost.

## Six-Month Patient Engagement Results



### Response Rates



## What Patients Are Saying



## Better Staff Communication and Collaboration

Utilization of EngageCare has soared, from 25 staff members in four service areas using the original patient tracking software to 217 staff members across nine service areas using the new advanced patient flow module. The most notable increase in usage is seen in the imaging department, which increased utilization from 15 to 46 percent. This level of adoption not only highlights a significant increase in cross-departmental collaboration, but also recognition of the technology's value throughout Goshen.

Plank says EngageCare gives her colleagues the tools they need to do their best work. Patient information is now accessible in one centralized location, and users can quickly notify service areas of any important updates or changes. This same information is displayed on digital monitors in patient access and services areas to ensure consistent visibility to patients' statuses and improve hand-offs between departments.

***"This implementation provided us an opportunity to collaborate, significantly improve our processes and communication between departments, and provide more consistent communication with patients."***

**SUE PLANK**

*Director of Patient Access, Goshen Health*

## Relieve Staffing Challenges, Enable Higher-Touch Experience, Collect More Cash

Goshen staff can confidently ask for payment at the point of service knowing EngageCare has the technology in place to deliver accurate price quotes. With streamlined tools that integrate payments at the point of service and pre-registration, it's easy to collect payment without the frustration of logging into multiple systems. As a result, POS collections have seen a sizeable increase of 38 percent from Q1 2020 to Q1 2021.

Increased POS Collections



Q1 2020 - Q1 2021

## Accurate Patient Price Quotes



Use your negotiated contract rates along with historical claims analysis to begin the estimate process



Analyze 835/837 historical claims data for predictive pricing



Analyze real-time eligibility to validate targeted benefit coverage



Include relevant co-pays, co-insurance and deductible balances



Perform ongoing reconciliation of quotes vs paid amounts

## One Partner, More Results

Plank and the executive leadership team at Goshen Health are thrilled by the positive feedback from patients and staff and return on investment from EngageCare. The move to self-service digital engagement has empowered patients to be consumers and staff to personalize the patient experience.

“With one partner, we really do get more,” Plank said. “It’s been incredible to see our entire organization embrace and use this technology to improve efficiency, work more collaboratively across departments and provide patients a positive experience from the moment they schedule their appointments. We look forward to expanding the use of EngageCare to more departments and facilities across Goshen.”



Goshen Health