



Revenue Cycle Updates

Speakers



**Gary Dighe,
PharmD, MS**

System VP of Revenue Cycle,
OhioHealth

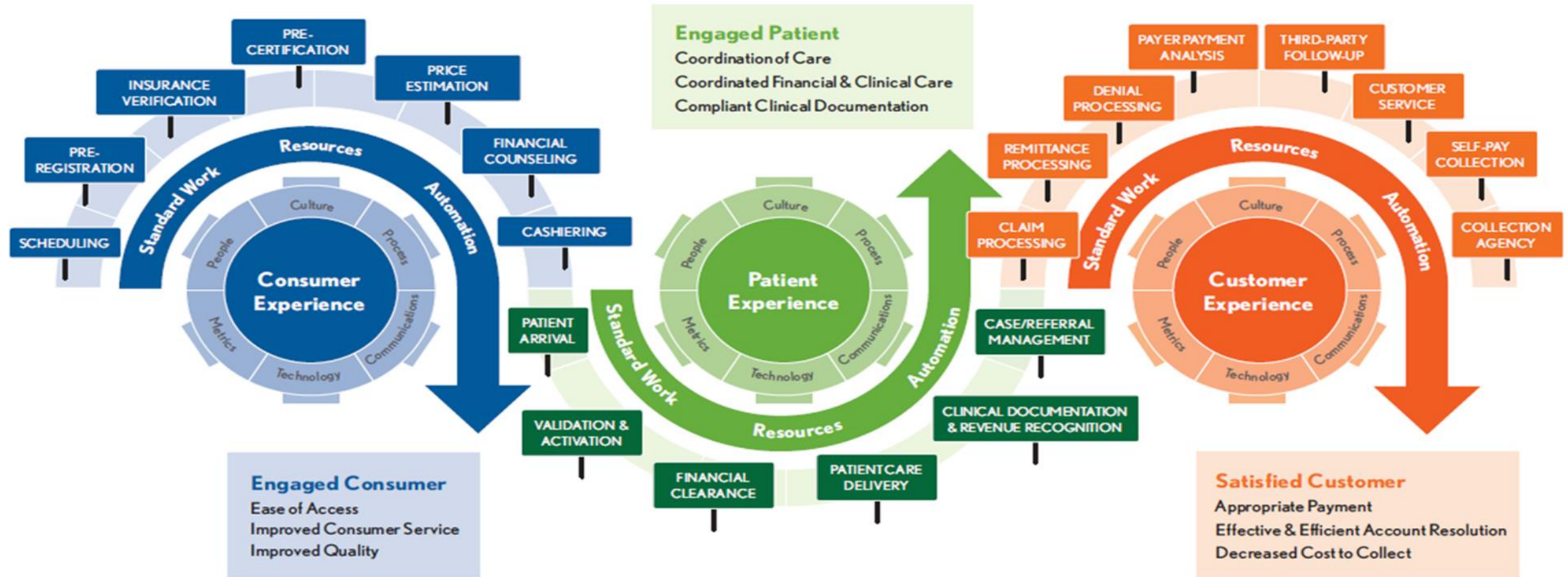


Casey Williams

Senior VP – Patient Engagement
& Payments, RevSpring



Revenue Cycle Management



Revenue Cycle Framework

PATIENT EXPERIENCE FOCUSED



RADICAL CULTURE TRANSFORMATION



Marketing and Communications
Strengthen Partnerships & Alliances
Role/Identity Clarity

ONE- TOUCH REVENUE CYCLE



Epic Genesis
Future Capabilities & Features
Technology Agnostic Solutions

STRENGTHEN & BUILD ON FOUNDATION



VENDOR
MANAGEMENT



ADOPT EXISTING EPIC
FUNCTIONALITY



STANDARDIZE
& AUTOMATE



MEASURE
SUCCESS & PROGRESS

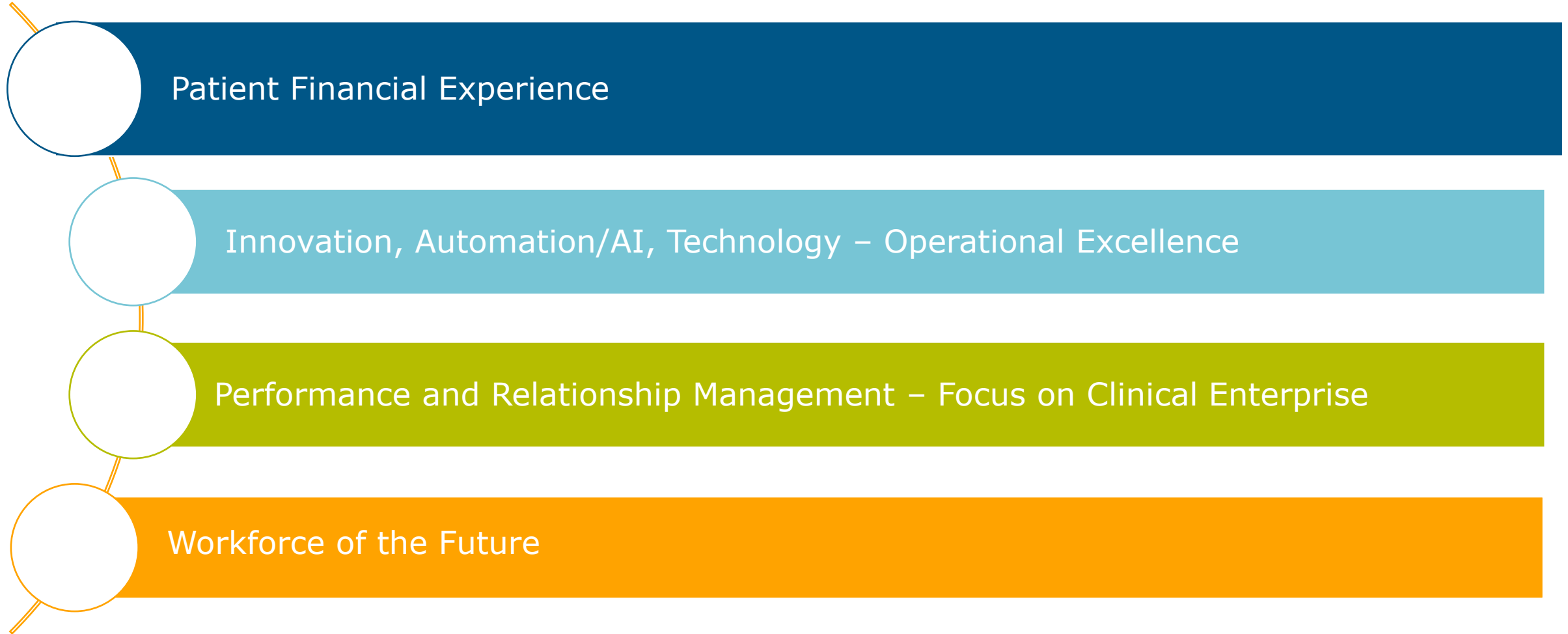


PAYER RELATIONS



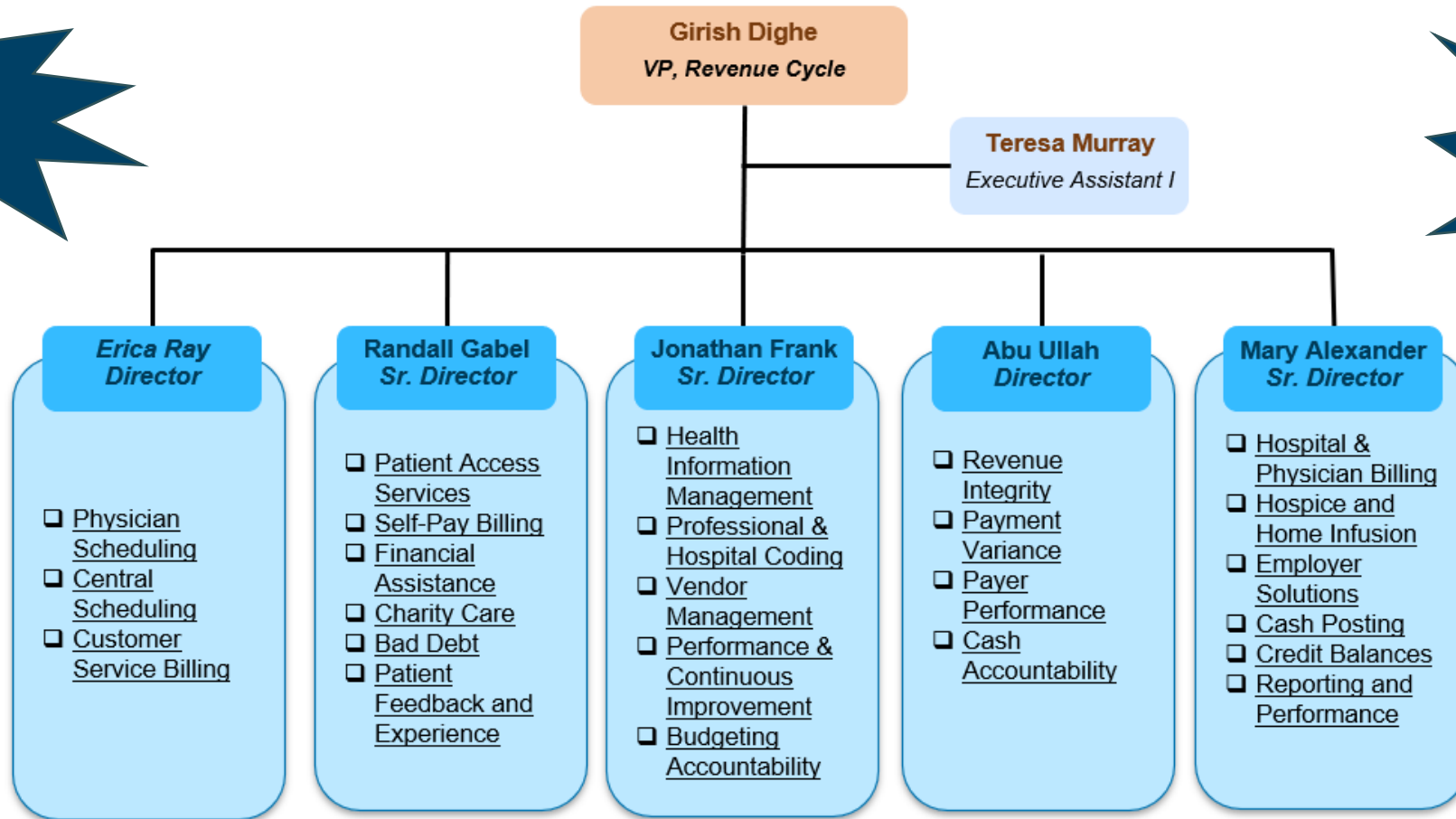
INTEGRITY

Revenue Cycle Strategic Pillars



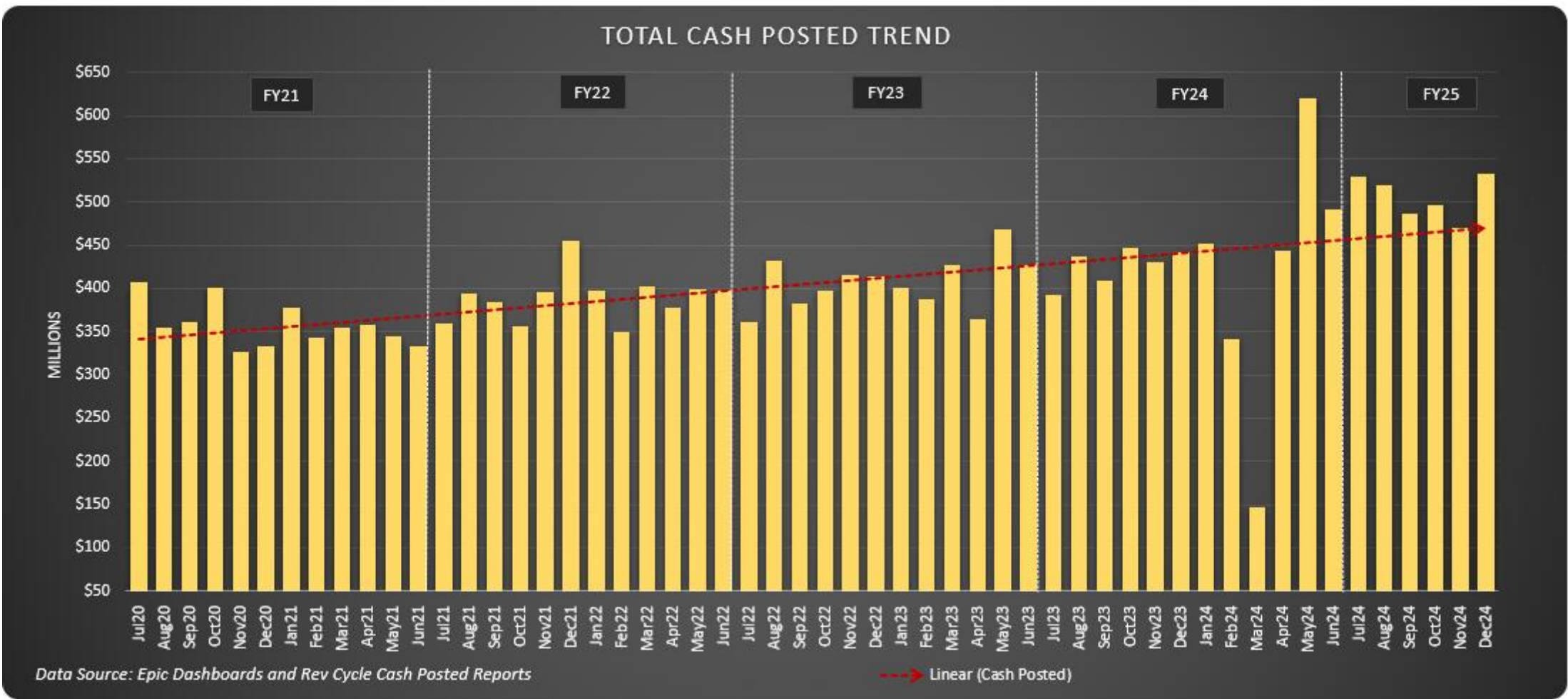
Revenue Cycle Organizational Chart

8+ million
claims
annually

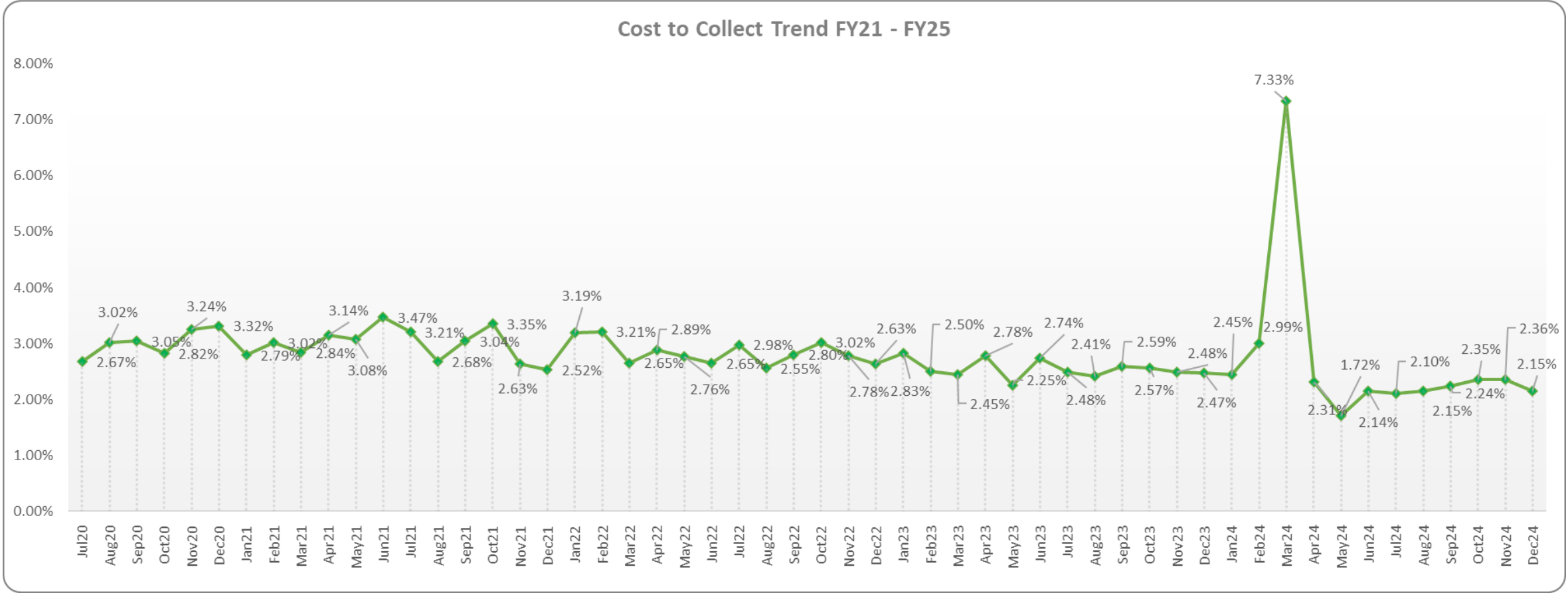


\$2.3B+
Account
Receivables

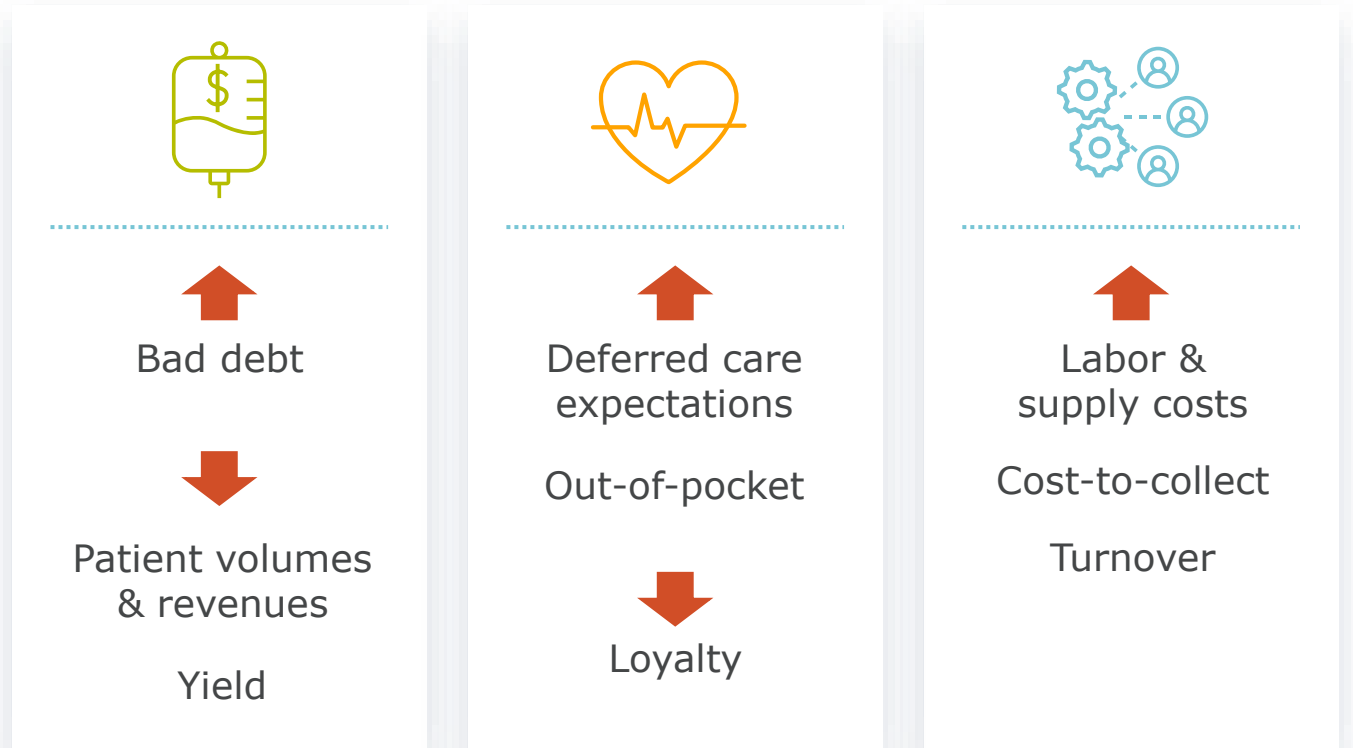
Enterprise Cash Collections



Revenue Cycle Cost-to-Collect



Healthcare
leaders are under
more pressure
than ever to do
more with less—
and to **do it fast.**

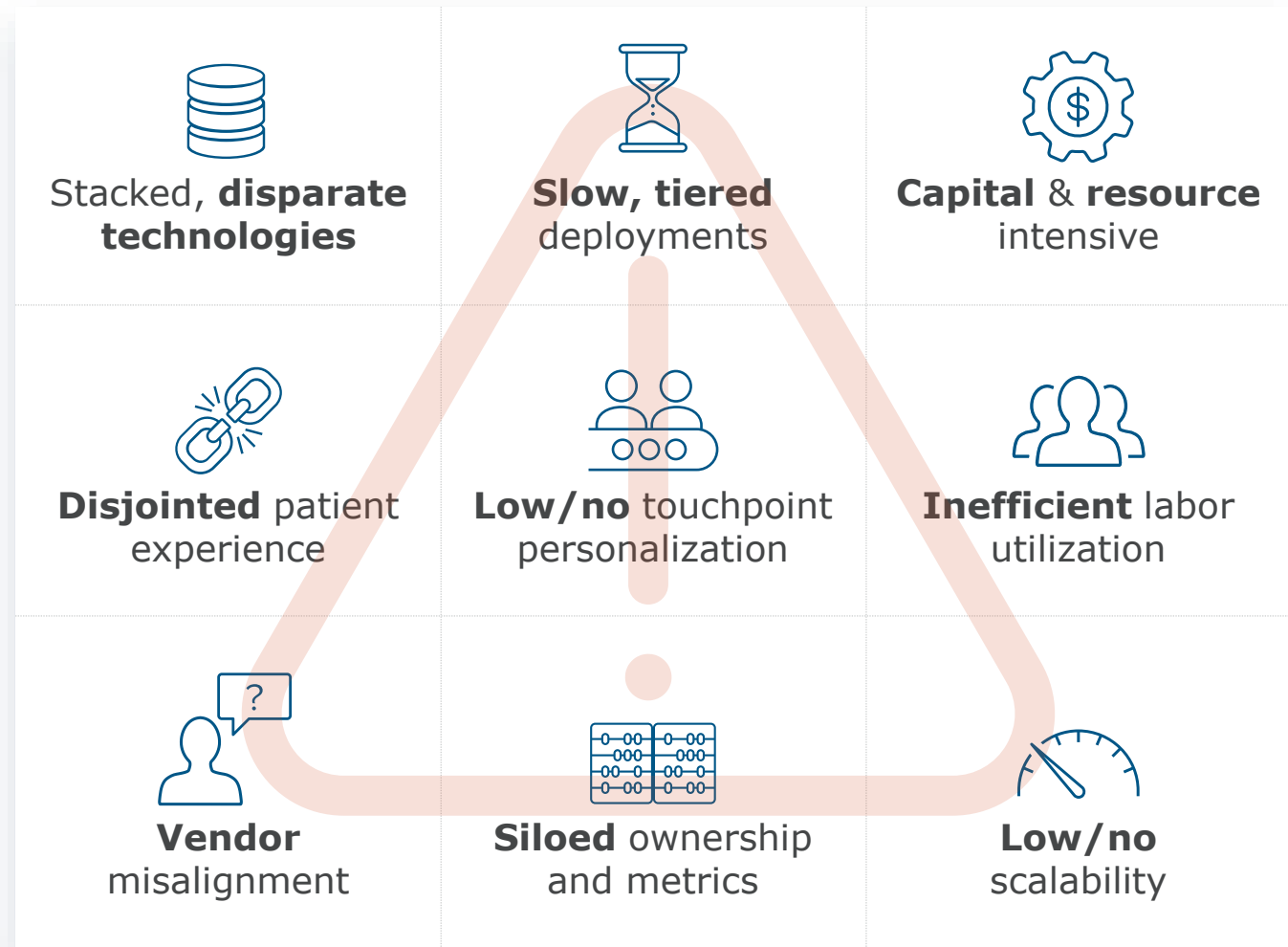


Competing **business challenges** and **patient concerns** have accelerated the need for digital transformation among providers.

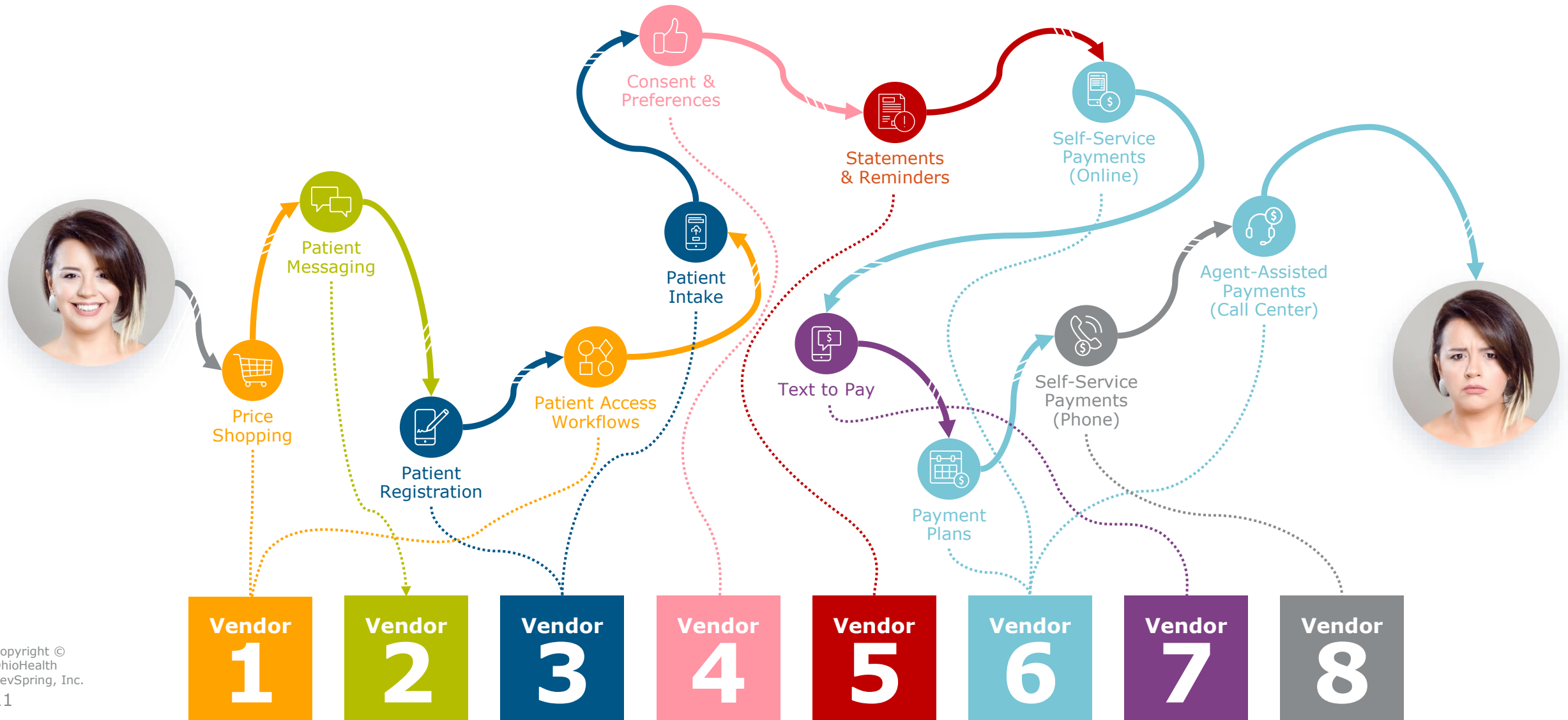
Current technology limitations & roadblocks.

The traditional approach is **no longer sustainable.**

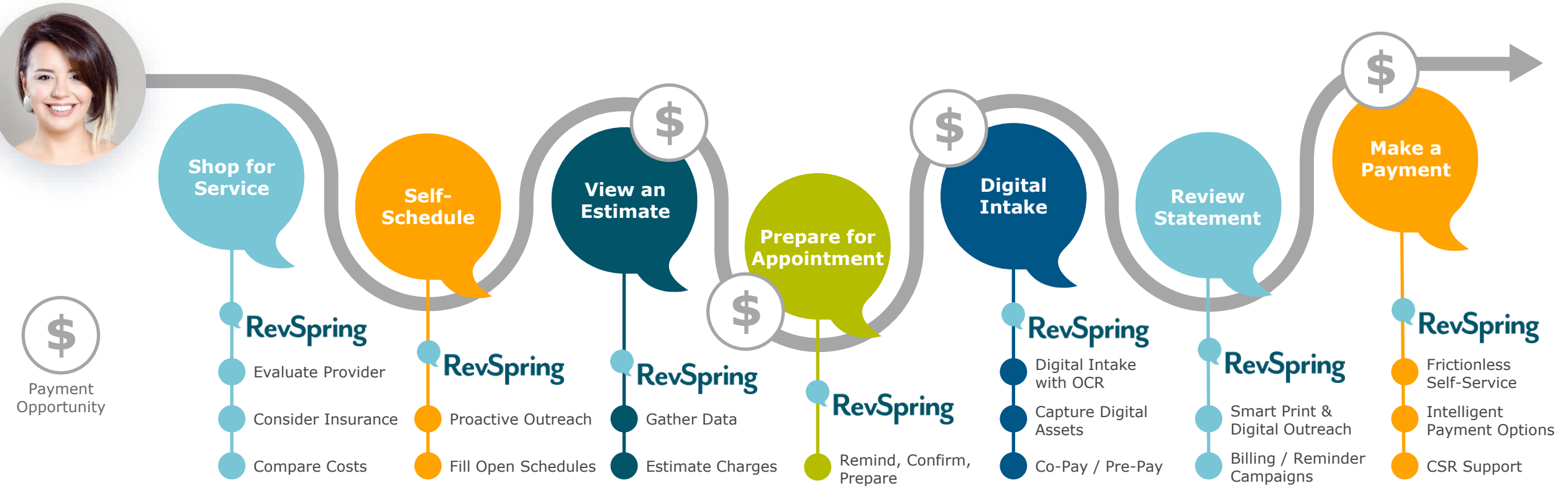
Technology deployment poses roadblocks for healthcare leaders trying to meet the demands of today's market and healthcare consumers.



However, today a common patient journey can be disjointed, not personalized with multiple technologies from various vendors.



One Coordinated Patient Experience



Personalized Engagement & Payments Everywhere

**“You've got to think about big things
while you're doing small things,
so that all the small things
go in the right direction.”**

- Alvin Toffler, American writer and futurist



Patient Financial Journey as a Vision

- **Focus on patient experience** to improve the patient financial journey.
- Take a **multidisciplinary approach** to create a comprehensive strategy.
- **Utilize customer** feedback and surveys to identify key initiatives.
- Establish **clear metrics for success** based on the initial focus areas to track progress and impact.

Technology & Innovation Opportunities

- **Prioritize patient-facing problems** rather than jumping straight to solutions, ensuring alignment with their needs.
- Advocate for marketing the business case(s) that align, **highlighting measurable outcomes for stakeholder buy-in.**



Connecting Revenue Cycle to Organizational Strategy

- Emphasize the **necessity of aligning** Rev Cycle vision and mission with the corporate/business strategy to enhance overall effectiveness.
- Encourage RCM leaders to **actively promote** the journey and initiatives to senior leadership.

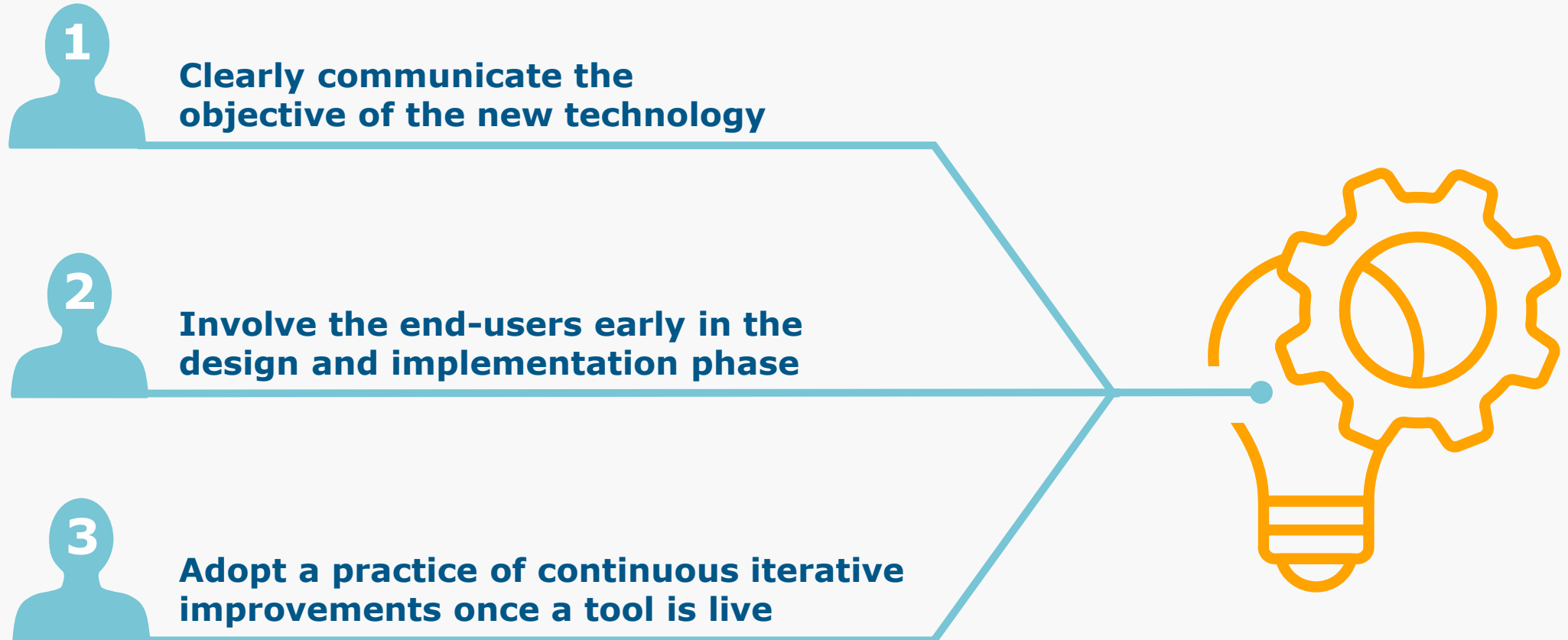


**“People can handle change.
What they can’t handle is **uncertainty**.”**

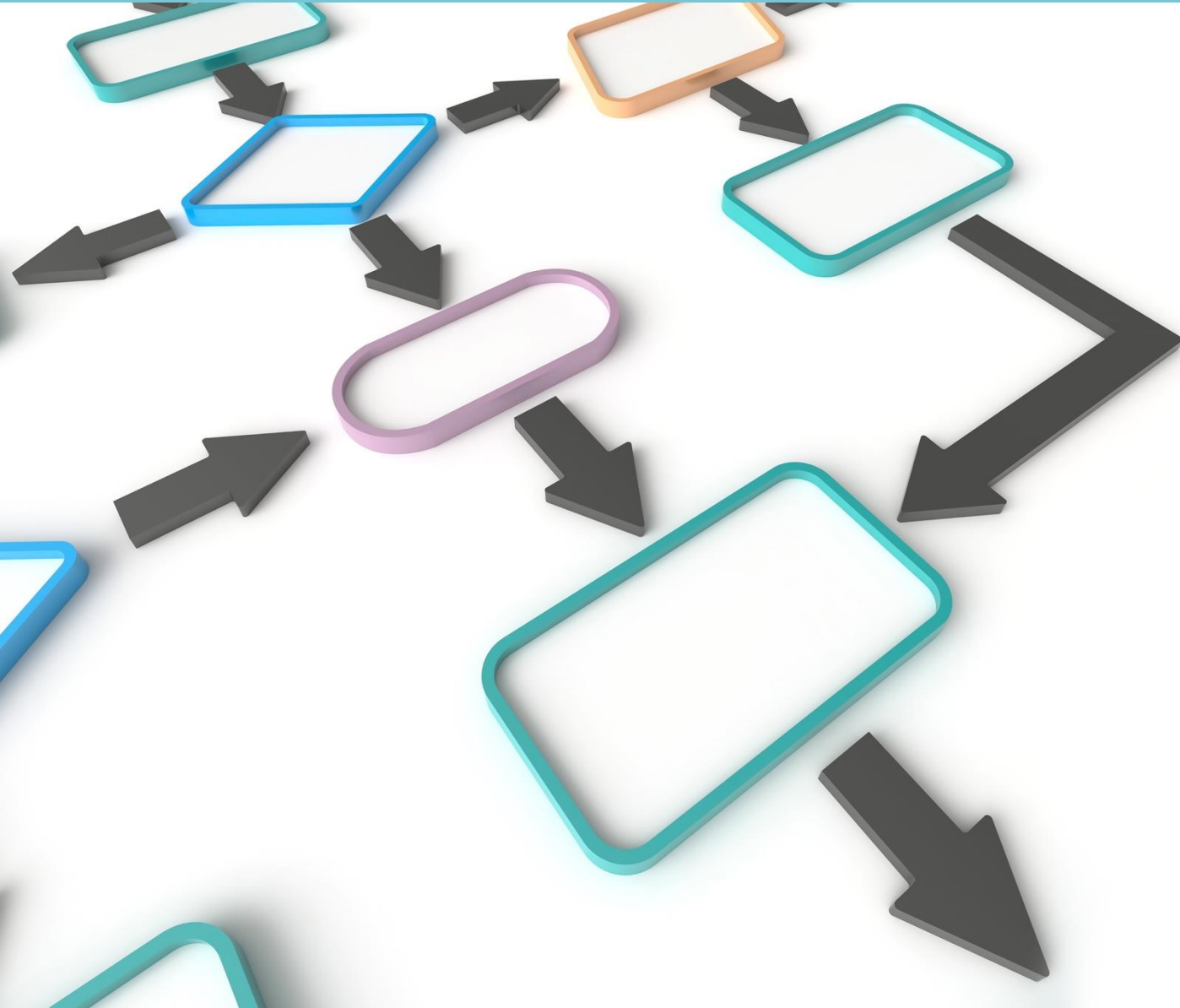
- Christine Aucreman, CPA, CHFP, FHFMA

People Management

HOW TO BRING THE TEAM ALONG DURING NEW TECHNOLOGY ADOPTION.



Guiding Transformational Change



- **Get really clear**
on current state vulnerabilities and the problem you're trying to solve. Build a plan to remedy.
- **Pull the right leaders**
to the table and proceed in a way that's collaborative, no silos.
- **Create forums**
that allow for ongoing iterative improvements to drive engagement and end user adoption.

Lessons Learned When Driving Transformational Change



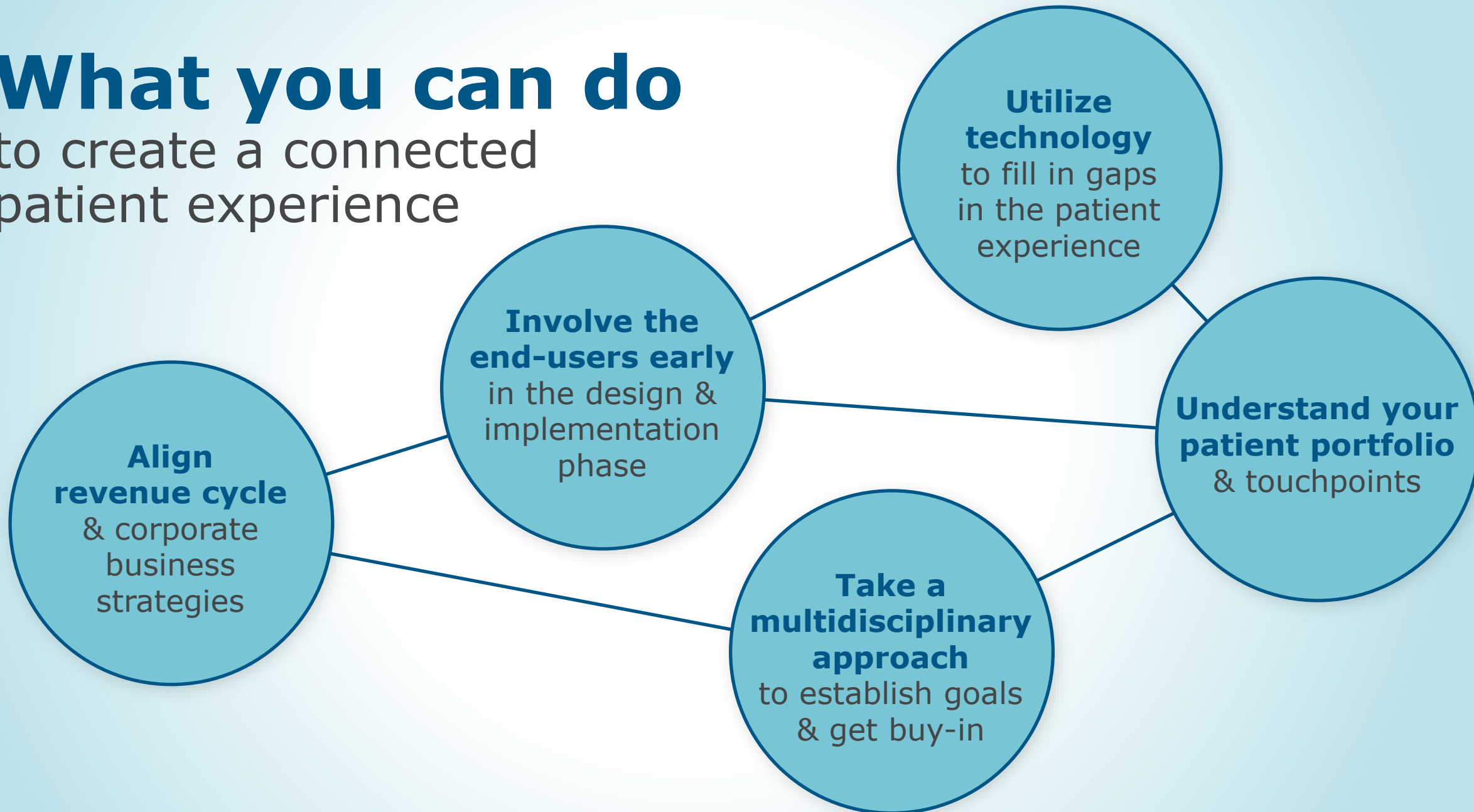
**Leadership
Readiness**

**Pace of
Change**

**Delusional
Optimism**

What you can do

to create a connected patient experience



THANK YOU!

QUESTIONS?

