

CASE STUDY

ST. JOHN'S
HEALTH

About St. John's Health

St. John's Health is the sole healthcare system in Jackson Hole, Wyoming, and prides itself in offering the highest levels of care and services to the community.

St. John's Health
at a glance:

120 beds

150+ health care
providers5-Star Rating by
Centers for
Medicare & Medicaid
Services (CMS)TOP
20NRHA Top 20 Rural
and Community
Hospital, 2021Healthgrades
Outstanding Patient
Experience Award,
2018 - 2022

The Challenge

St. John's Health Needed a Trusted Partner to Keep Pace with Growth and Provide a Patient Financial Journey as Reliable as the Clinical Experience

In 2018, like similar healthcare organizations, St. John's Health was experiencing increasing self-pay volumes alongside tightening margins and explosive growth. The collection process in place at the time was a product of independent bolt-on solutions and vendors – each brought on to address a time-sensitive need rather than as part of a cohesive and strategic plan. Because of this, the patient financial experience was far from seamless, and satisfaction was slipping. Worse yet, they knew that bad debt grows from a bad patient experience. It was time to change their approach.

To move forward, St. John's Health knew they needed to find a partner that provided transparency, reporting, scalability, and the ability improve collections while prioritizing the patient experience. But more than that, they sought to find something elusive – a partner with a similar mission and values, a partner that wanted to not just serve their team, but to become an extension of their team.

“With three different vendors managing self-pay collections it was becoming confusing for patients and staff alike,” said James Hohl, revenue cycle management director at St. John's Health. “We knew it was time to find a true partner who was as invested in our team and community as we are.”

With the priority of partnership in mind, St. John's Health moved forward with an RFP process to find a better way to approach their revenue cycle collection.

The Solution

It Takes Passion to Build a Solid Foundation

St. John's Health chose to partner with Revenue Enterprises in 2018. Or as Hohl likes to say, “Not soon enough.”

The St. John's Health and Revenue Enterprises partnership thrives on 6 key parameters:

① **Passion**

Right out of the gate, passion is the foundation of any successful partnership. St. John's Health and Revenue Enterprises have a shared vision and passion for collaboration, excellence and results.

② **Scalability**

Revenue Enterprises has worked with St. John's Health to create a scalable plan for the future that is dependable, sustainable and cost-effective.

③ **Staffing**

St. John's Health has realized a 4x increase in experienced and dedicated representatives to handle patient interactions without an increase in costs or recruiting. This allowed St. John's Health to reduce workloads, lower re-work, and allow their internal staff to focus on more strategic work.

④ **Forward-Thinking Approach to the Patient Experience**

Feedback is a gift, especially with a partner prepared to act on it. Revenue Enterprises doesn't just provide services. They helped build reliable and documented processes and benchmarks around collections and patient satisfaction.

⑤ **Continuous Improvement**

Revenue Enterprises does not settle for the status quo. Together with St. John's Health they are always looking for a better way of doing things. According to Hohl, "continuous improvement is one of the best things about this partnership."

⑥ **Processes, Metrics, and Reporting**

Revenue Enterprises provides increased insight into the patient experience and collections in the form of methodical processes, surveys, metrics, and regular reporting.

"For me, it's the innovation and how we celebrate and share our successes together; how we continue to build on our foundation of transparency and the value of expecting nothing less than caring, compassionate patient experiences. I believe it's our innovative collaboration and likeminded efforts that makes us shine together."

Kelci Christensen, Sr. Business Relationship Manager,
St. John's Health

Real Patients Real Feedback

Recent Patient Survey Result

Based on your recent St. John's Health call experience with Rodney, please rate your satisfaction:



Based on the call experience please rate your satisfaction with each of the following:

Representative communication	Extremely satisfied
Representative knowledge	Extremely satisfied
Representative sensitivity to your situation	Extremely satisfied

"Rod was extremely professional, kind, knowledgeable and enjoyable to speak with... I didn't say so, but I was actually a little embarrassed to reveal my ignorance through my questions, but he answered so respectfully and pleasantly that he miraculously made bill paying an enjoyable experience... Nothing but the highest praise for both of my experiences with St John's, both at the hospital for treatment and during the phone bill pay process. Many thanks!"

The Revenue Enterprises Patient Account Resolution solution includes:

- Comprehensive customer service and complaint resolution
- Deploying self-serve patient payment options including online RevSpring patient portal with online chat, IVR, and SMS
- Managing inbound and outbound calls to help educate patients and resolve outstanding balances, management of talk times, hold times, answer times, and abandonment rates.
- Provide call recordings and transcriptions for increased transparency
- Identifying insurance coverage not captured at discharge
- Assisting patients with setting up payment plans and financial assistance

Results

With Revenue Enterprises, St John's Realized

88%	World Class satisfaction rate for patients	10%	increase in Payment Plan Fulfillment rate
55.5%	average collection rate	10 Days	Day-to-pay rate reduced from 65 days to 10