

# Client Story

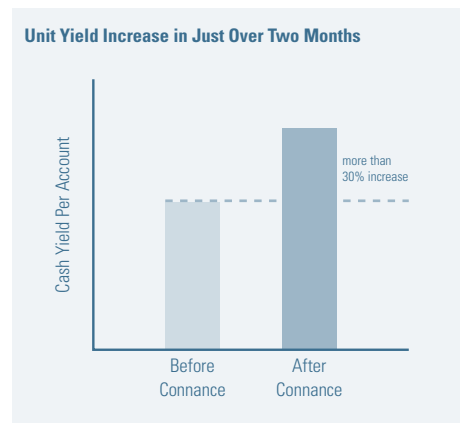
## Connance™ Account Tools Raising Revenue Cycle Vendor's Cash Yield

A leading revenue cycle vendor was looking to improve their cash collection performance on self-pay accounts—both uninsured and balance after insurance. Already operating on a tight budget, adding resources to solve the problem was not a viable option. They decided to utilize Connance™ Account Tools to segment and prioritize their work efforts. In a little over two months, recovery had increased more than 30% with existing resources and there remains opportunity for further improvement.

“We were performing at high levels, but suspected that we could do even better,” explains the agency's Vice President of Operations. “Our goal was to improve our use of technology and strengthen processes to address an increasingly difficult inventory. With tight budgets, we wanted to work smarter with our already extensive technical and personnel resources.”

Over a few weeks in early 2009, the vendor's business office operating team worked with Connance's field team to upgrade their segmentation and workflow logic. Using Connance's tools, accounts were scored and assigned to one of five work routines based on expected cash value and collection pattern. The five routines use different letter series and dialing campaigns to engage patients on their outstanding bills.

“Connance worked closely with our team to understand our operations and what capabilities we had to leverage,” adds the head of Client Services. “Working within the constraints of our letter infrastructure, workflowing tool and dialer, Connance designed follow-up routines that fit the patient's specific situation.”



Within only a few months of implementation, cash recoveries improved by more than 30% and gains continue to build. At the same time, costs have remained essentially flat.

“The impact of Connance was clear and relatively quick. While the models they deployed are certainly sophisticated, the application in our operating environment was straightforward and intuitive. Connance made something that can be highly daunting approachable,” said the Vice President of Operations. “At the end of the day, our collectors are able to do their jobs better, patients are getting a better business office experience and our client is realizing better recoveries.”

With solid early results, Connance is continuing to work with the revenue cycle vendor's operations team to hold their gains in this difficult market and to drive continued improvement in performance.

### Connance Account Tools segmented and prioritized work efforts

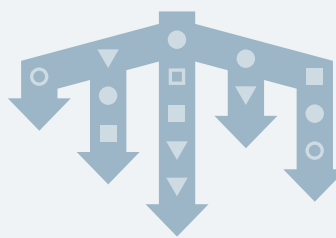
Before Connance



Accounts split by balance size and uninsured vs. balance after insurance (BAI):

- All BAI accounts experienced same letter series, language and timing
- All uninsured accounts experienced same letter series, language and timing
- Additional outbound dialer efforts for larger balances

After Connance



Segmented accounts into 5 work processes using Connance EVI and Collection Strategy scores:

- Unique letter series, language and timing for each segment
- Unique dialer frequency and messages for each segment
- Specialized customer service reps assigned to select segments