



Agency Manager



Presumptive Charity



Advanced Propensity to Pay

Atrium Health

Driving consistent policies and procedures across the health system

Atrium Health's success with Connance has evolved from its initial interest in reducing costs and increasing cash with predictive analytics and has since expanded with their use of Vendor Management and Presumptive Charity to optimize their patient payment strategies and processes. As a result of this partnership, Atrium Health has recognized more than \$11M in annual collection improvements, a significant reduction in vendor fees, and they have identified over \$75M in presumptive charity.

THE CHALLENGE

When Connance began working with Atrium Health, they were working under a "one size fits all" collection approach and were outsourcing collection efforts very early in the process. They knew that there was opportunity to try to reduce costs and increase cash by transforming their processes to become more efficient and effective.

SOLUTION

With Connance's Advanced Propensity to Pay predictive analytics, Atrium Health was able to deploy an optimized insource/outsource collections strategy based upon segmented workflows that were most appropriate for the circumstances of each of their patients.

As Atrium Health matured in their use of predictive analytics, they then chose to focus their efforts on the opportunities to improve the performance and oversight of their external vendors and implemented Connance Agency Manager to gain greater visibility and control over the work being done on their behalf by its collection agency partners.

With this combination of predictive analytics and technology, Atrium Health was able to design and refine their work model for maximum fixed and variable cost impacts while aligning the right set of capabilities with the needs of the individual patients.

Based on this success, Atrium Health then began to utilize Connance's Presumptive Charity predictive analytic on both the front-end and the back-end of their collections process. They felt that by implementing initial screening up-front, they could identify charity eligible accounts early in the process to help place them in the appropriate workflow while improving the patients' financial experience. The use of Presumptive Charity on the back-end has enabled Atrium Health to reclassify millions of dollars to charity that otherwise would have gone to bad debt – helping with both 501(r) compliance and to further exhibit the significant amount of community benefit they offer as a health system.

"At Atrium Health, we always focus on putting the patient first. With that top of mind, we deployed Connance predictive analytics and technology and were actually blown away with the results. Connance is definitely one of our top vendors and we certainly value the collaboration with have with them."

Chris Kiser, Vice President, Patient Financial Services,
Atrium Health



Atrium Health (formerly Carolinas), based in Charlotte, N.C., is the largest vertically integrated healthcare system in North and South Carolina and the largest non-profit hospital management company in America.

THE RESULTS

By relying the predictive analytics and vendor management technology to help them optimize patient payment process, Atrium Health has seen:

In-house collections improve by \$4.6M annually

Early out collections improve by \$3.4M annually

Bad Debt vendor performance improve by more than \$3M annually

Charity reclassification increase by \$75M annually

Charity increase due to identifying eligible patients early in their encounters

Patients' financial experiences significantly improve