



Essentia Health



Presumptive Charity



Advanced Propensity to Pay

Essentia Leverages Predictive Analytics to Fine-Tune Charity Program

Adding intelligence to community assistance identification

Essentia Health improved their patient pay collections by \$5.3 million and identified \$46 million in charity in year one after deploying Connance predictive analytic-based solutions.

THE CHALLENGE

In 2013, Essentia Health had recently completed its implementation of the Epic SBO (single business office) and they were entering the optimization phase and wanted to use the opportunity to improve patient pay recoveries. Essentia was seeing their patient pay balances increase and felt there had to be a better way to address the challenge of patient pay collections. While Epic SBO included built-in workflows, Essentia was using balance and age sorts to drive its follow up routines and found that reporting for the patient pay was limited.

SOLUTION

Essentia partnered with Connance to deploy Advanced Propensity to Pay and Presumptive Charity predictive analytics to add additional intelligence and insight into their Epic work queues. Propensity to Pay predictive analytics leverages socio-demographic information and economic behavior data to create a comprehensive assessment of the patient's repayment behavior. While Connance Presumptive Charity automates charity screening with predictive analytics ensuring that all patients receive a fair and consistent evaluation for any and every organization's financial assistance programs.

With Connance Advanced Propensity to Pay and Presumptive Charity, Essentia was able to segment their patient pay accounts based on presumptive charity status, expected value, and patient engagement so that the most appropriate follow up routine could be applied to each account, to return the most cash at the lowest cost to collect. This allowed the Essentia business office staff to work more efficiently, collect more cash and identify more patients in need earlier in the process as charity.



STATS ON ESSENTIA

- Headquartered in Duluth, Minnesota
- 16 hospitals across Wisconsin, Minnesota, North Dakota and Idaho
- Net patient revenues of \$1.7 billion

THE RESULTS

Improved annual patient pay collections by \$5.3M

Improved hospital collections by account by \$30

Improved physician collections by account by \$13

Since go-live in 2013, ±83K accounts worth \$170M qualified for charity

Optimized Epic work queues

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