

Goshen Health transforms patient experiences and revenue cycle

Integrated patient access and engagement boost performance

The challenge

The executive leadership of Goshen Health, a health system located in Goshen, Indiana, with 35 hospitals serving 4 rural counties, established new strategic imperatives to guide the organization to the next level of exceptional patient experiences. Sue Plank, director of patient access at Goshen, realized the significant opportunities for improvement this presented for both her department and across the health system. Now, she had leadership's backing to drive change.

Goshen's outdated, decentralized and disjointed processes needed an overhaul. Communication and collaboration across departments was challenging, and they lacked the tools to optimally communicate with patients, provide price estimates and collect payment.

In addition, COVID-19 dramatically accelerated their need for a comprehensive digital patient intake and engagement solution. Plank knew these factors were contributing to undesired outcomes:

1. Goshen's patient experience times (registration time plus wait time) exceeded desired thresholds.
2. Patient registrations were not centralized through the patient access department, leaving registrars and service areas without a singular data access point.
3. There was no organized communication across departments, resulting in redundant phone calls and overlapping information, which created distractions, delays and confusion among staff and patients.
4. COVID-19 accelerated the need for digital intake and engagement technology to improve safety for staff and patients.
5. Pre-service cash collection was underperforming in terms of desired levels.



“Our integrated patient access and engagement solutions enable us to give patients the digital consumer experience they expect, improve the performance and efficiency of our colleagues, and collect more cash, all at a lower cost.”

Sue Plank

Director of Patient Access,
Goshen Health

Centralized registrations, new technology and reallocated staff

Plank realized these challenges could be rectified by making a digital transition, and COVID-19 was a catalyst to accelerate those plans. Before making the leap to new patient self-service technology, Plank centralized all registrations to the main lobby, adding a kiosk and reassigning registration staff to preregistration. Staff also began scheduling all appointments to reduce walk-in traffic. These changes helped Goshen increase registration capacity in the main lobby by 55%, and they reduced patient experience time (registration time plus wait time) by 57%.

Goshen wanted to build on this momentum by implementing new integrated patient access and engagement technology to complement the organization's electronic health record (EHR) system. This would streamline staff workflows and collaboration while improving patient flow.

Building on patient access to engage patients

With patient access solutions already in place to optimize the front end of the revenue cycle, Goshen had the foundation for a digital revolution. Rather than using frustrating bolt-on, disparate systems and managing multiple costly vendor relationships, Plank chose to integrate self-service engagement solutions into their existing Optum platform.

Goshen used the new engagement solutions to transition pre-service administrative tasks from registrars to patients. To ensure the data integrity necessary to prevent denial-causing patient errors, Goshen used automated patient access technology from Optum to audit 100% of registrations for quality assurance. It also used the system's intelligent eligibility verification to decipher service-level benefits.

Goshen launched integrated solutions to enable patients to:



Receive automated appointment reminders with the ability to confirm, cancel or reschedule appointments in advance



Complete online preregistrations where they can verify and update demographics, or take photos of ID and insurance cards – OCR technology converts the images to usable data



Read and sign consent forms online in advance of appointments



Communicate with staff via text and email, which gives the patient access team the benefits of a central communication hub



Complete digital COVID-19 screenings on their devices prior to appointment arrival to save time



Complete virtual check-ins using their own devices or by scanning their QR code at kiosks, enabling them to expedite the screening and check-in process and use virtual waiting rooms

The results

Digitally engaging with patients through a single, automated platform is Goshen's key to success. Within 6 months of implementation, and with little promotion or marketing to this new technology, the hospital saw an overall adoption rate of 50% of patients.

And, patients of all ages are responding favorably. While it's often assumed older adults won't embrace or use digital engagement technology, Goshen debunked that theory. Patients ages 20-29 engage at the highest rate at 46%, while those ages 30-79 are close behind, engaging at 40%.

Patients of all ages are also embracing the virtual check-in technology, which allows them to simply scan their QR code at kiosks and proceed to service. Virtual check-ins have jumped to nearly 50% – up from 33% usage before implementation.

In addition, Goshen is using appointment reminders from the moment patients are scheduled to decrease no-shows and allow for convenient rescheduling. As a result, Goshen is experiencing significant positive impact on their no-show rate, which is saving tangible revenue that would have otherwise been lost.

Patient engagement results after 6 months

29,482

Digital patient encounters

50%

Digital engagement adoption rate

Response rates



39%

Patient intake



65%

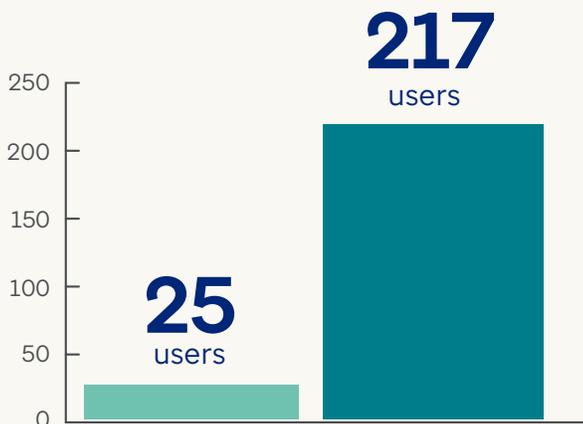
Appointment reminders



33%

Virtual check-in:

9x increase in staff utilization



Increased imaging department utilization



Better staff communication and collaboration

Use of the solutions soared, from 25 staff members in 4 service areas using the original patient tracking software, to 217 staff members across 9 service areas using the new advanced patient flow module. The most notable increase in usage is seen in the imaging department, which increased utilization from 15% to 46%. This level of adoption highlights not only a significant increase in cross-departmental collaboration, but also recognition of the technology's value throughout Goshen.

Plank says her colleagues now have the tools they need to do their best work. Patient information is now accessible in one centralized location, and users can quickly notify service areas of any important updates or changes. This same information is displayed on digital monitors in patient access and services areas to ensure consistent visibility to patients' statuses and improve hand-offs between departments.

Relieve staffing challenges, enable a high-touch experience and collect more cash

Goshen staff can confidently ask for payment at the point of service knowing Optum has the technology in place to deliver accurate cost estimates. With streamlined tools that integrate payments at the point of service and preregistration, it's easy to collect payment without the frustration of logging into multiple systems. As a result, point-of-service collections increased 38%.

Establish accurate patient cost estimates



Use your negotiated contract rates along with historical claims analysis to begin the estimate process



Analyze 835/837 historical claims data for predictive pricing



Analyze real-time eligibility to validate targeted benefit coverage



Include relevant copays, coinsurance and deductible balances



Perform ongoing reconciliation of quotes vs paid amounts



What patients are saying

“I don't know who is responsible for all the changes going on at the hospital, but I really enjoyed the experience.”

“Preregistered and didn't have to wait.”

“I used online registration and check in. Very expeditious.”

“Was in and out in 10 minutes.”

Increased point-of-service collections



One partner, more results

Plank and the executive leadership team at Goshen Health are thrilled by the positive feedback from patients and staff and the return on investment from Optum solutions. The move to self-service digital engagement has empowered patients to be consumers and staff to personalize the patient experience.

“With one partner, we really do get more,” Plank said. “It’s been incredible to see our entire organization embrace and use this technology to improve efficiency, work more collaboratively across departments, and provide patients a positive experience from the moment they schedule their appointments. We look forward to expanding the use of this technology to more departments and facilities across Goshen.”



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“This implementation provided us an opportunity to collaborate, significantly improve our processes and communication between departments and provide more consistent communication with patients.”

Sue Plank



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