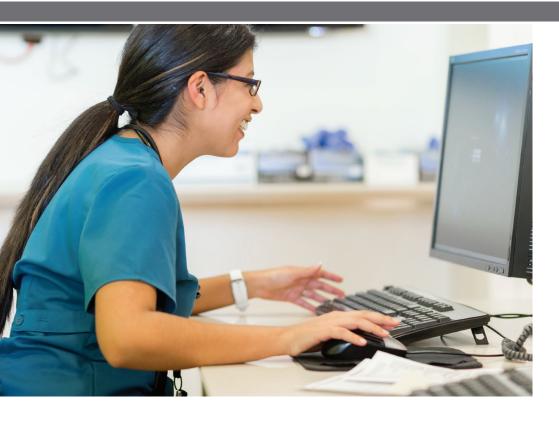# Optum360 Patient Access Intelligence

Patient Access Intelligence can help you:

- Boost point-of-service collections
- Improve patient satisfaction
- Drive patient access efficiency and productivity
- Ensure accurate data collection

The vast majority of the data needed for effective billing is gathered during the registration process. Unfortunately, approximately 30 percent of that data contains errors, often resulting in fractured front-end workflows, financial clearance delays and downstream payment denials. Eliminating those errors can reduce denials, delays and collection agency expenses while increasing patient satisfaction, point of service collections, employee morale and accountability.

Optum360™ Patient Access Intelligence combines expert guidance and implementation expertise with an integrated, intuitive web-based platform to improve workflows, data access and accuracy in patient registration and financial clearance. Using predictive modeling, customized business rules and third-party data sources, Patient Access Intelligence technology helps your registrars improve cash collections at the front end of the revenue cycle and ensure accuracy in data collection. Our accompanying consulting advisory services help you develop, implement and streamline consistent workflow processes for greatest results.

With Patient Access Intelligence, you can:

- Gather more complete and accurate patient information
- Create patient estimates (from contract rules, pre-registration data, historical charges, and copay and deductible data) to boost front-end collections
- Reduce bad debt with insurance and address verification
- Improve patient satisfaction by eliminating financial surprises
- Eliminate administrative denials and write-offs with real-time error detection
- Automatically refer low-income patients to financial counseling
- Set and monitor performance targets that increase staff accountability
- Track patient access metrics with benchmarks and alerts
- Improve patient satisfaction by providing more timely insight into their financial obligations

A unique approach to optimizing the front-end experience

Gathering complete and accurate patient information during the registration process is essential to smooth revenue cycle operations. Errors in registration data negatively affect bill holds, accounts receivable, denials and collection metrics. Patient Access Intelligence supports efficiency, clarifies patient-owed balances, and enables process improvements to positively impact back-end operations, and ultimately, your bottom line.

- The flexible workflow platform incorporates all aspects of the financial clearance process into a simple task-based, color-coded work list to support centralized, distributed and hybrid revenue cycle models
- Analytics and reporting capabilities provide real-time insights and staff accountability to drive continual performance improvement
- Predictive modeling capabilities support self-pay segmentation, charity care automation and workload optimization

Optum360 consultation drives adoption

To complement this leading patient access technology, Optum360 provides the right mix of implementation and advisory know-how to speed adoption and enable timely results. Using a proven methodology, our experts begin by identifying opportunities for improvement, and follow through by establishing workflow and providing training. We partner with you to ensure your organization derives ongoing value from its investment.

After implementing Patient Access Intelligence in its 19 hospitals, Adventist Health increased POS collections by 20 percent. "It's extremely easy to use and intuitive. It's just a fabulous leap in technology."

— Gary Friestad
Adventist Health

For more information:

Call: 1-866-223-4730
Email: optum360@optum.com
Visit: www.optum360.com

www.optum360.com