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Securing Financial Stability Through Patient Coverage Innovation

Automated Solutions for Coverage Monitoring and Re-enrollment

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Automated Solutions for Coverage Monitoring and Re-enrollment

Today's Panel:

Paula Tomko - CEO, Central Virginia Health System

Everett Lebherz - CEO, PointCare

Katie Chatterton - VP of Revenue, PointCare

Keeping patients insured is critical to financial sustainability.



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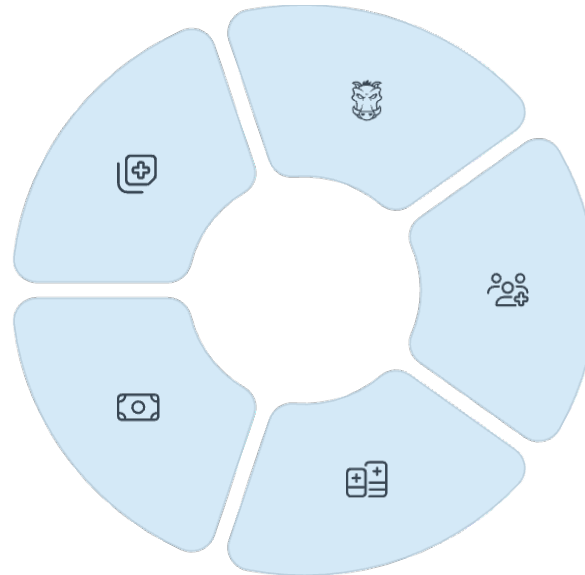
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Medicaid: Your Most Stable Revenue Source

Medicaid

43% of health center revenue



330 Grants

20% of funding with volatility risks

Medicare

11% of health center revenue

Other Sources

16% from various funding streams

Private Insurance

10% of revenue with complex billing

Scalability: Medicaid adjusts to demand, unlike grants aiding **all eligible** Medicaid patients.

Impact: Medicaid's promise ensures care for **all eligible** patients → frequent and reliable revenue.

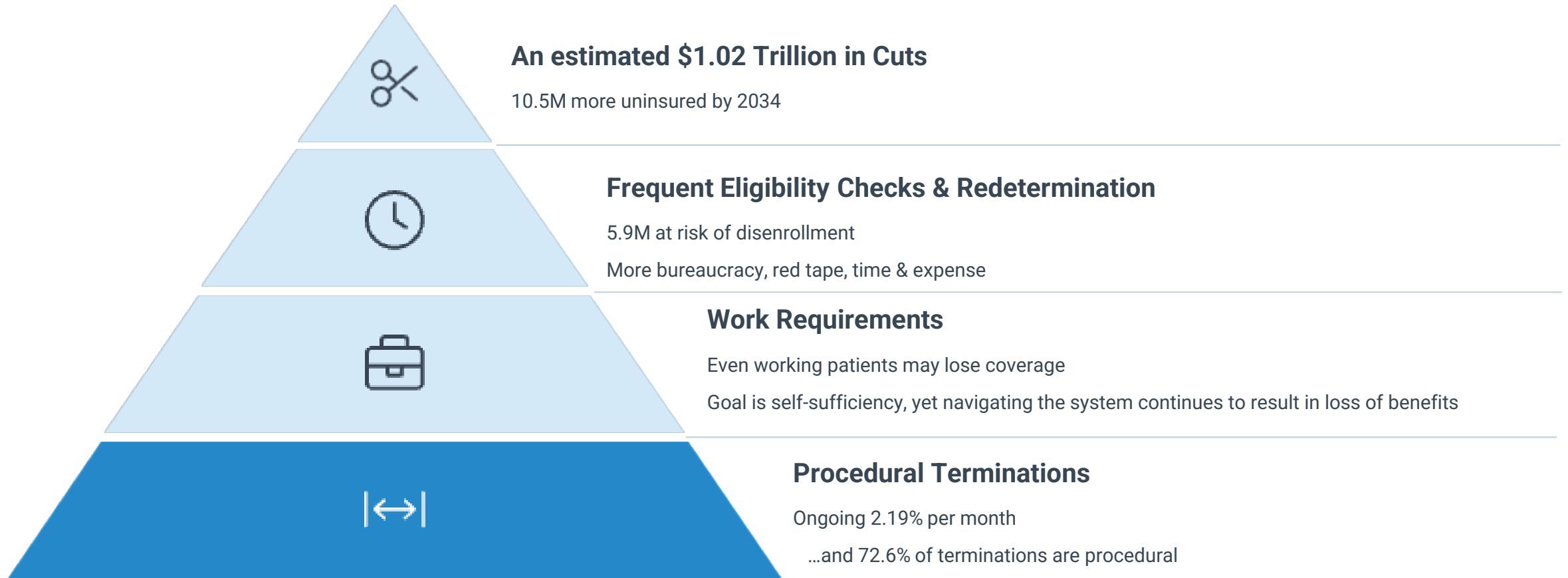


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Threats to Your Medicaid Revenue Stream



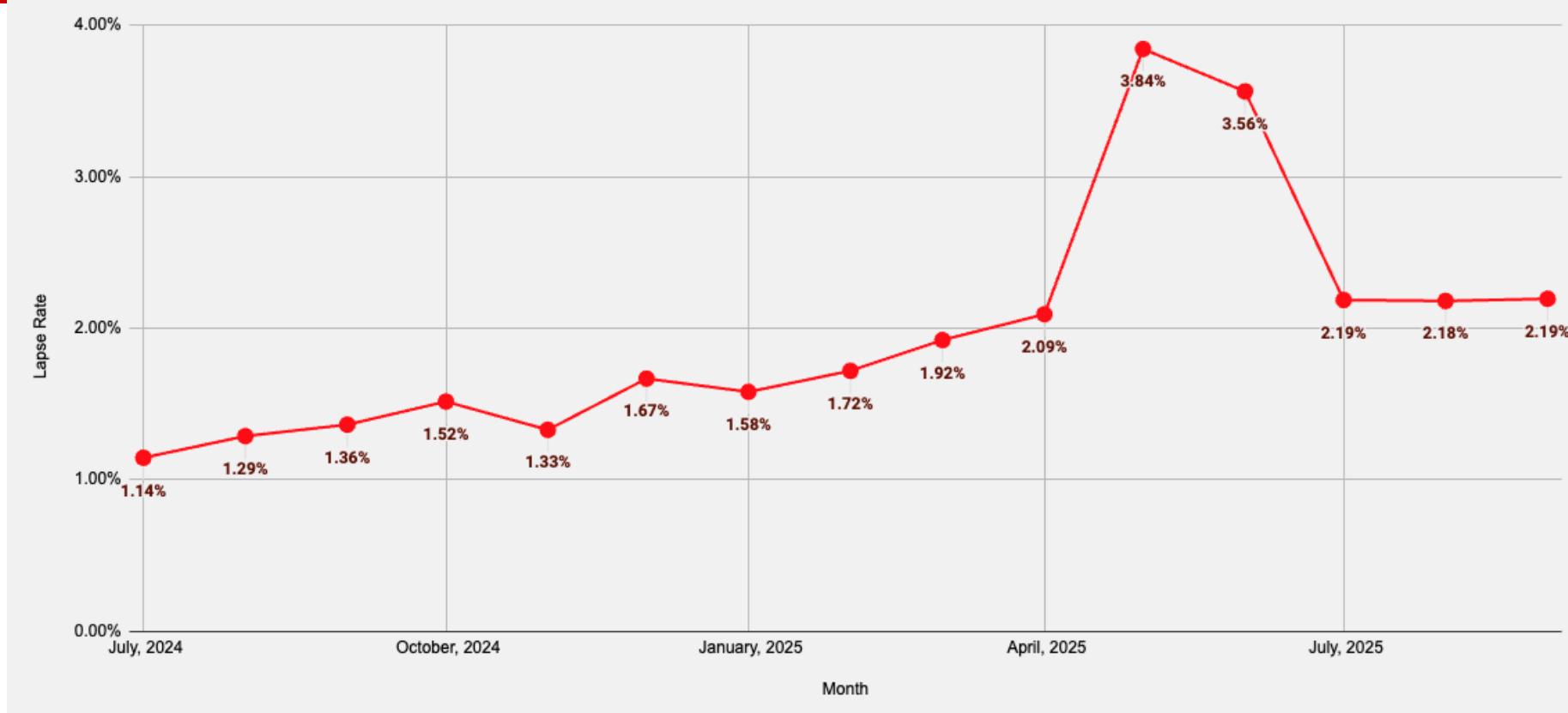
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Coverage Crisis

2.19% of Virginia Medicaid Patients lost Coverage last month



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Engagement Moment

Pair Up & Discuss (3 min)

**How does your clinic
measure Medicaid
coverage gaps today?**



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**Community Health
Centers
are turning to
Automation**



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Automation #1:

Use: Revenue Loss Prevention

- Proactively monitor your Medicaid and uninsured populations, and identify if a patient is without coverage.

RESULT

Immediate revenue protection by identifying those without coverage before their next visit, you can get them re-covered, retaining their revenue and anchoring them to your clinic.



Real-time coverage monitoring prevents coverage gaps!



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Automation #2:

Use: Administrative Efficiency

- Automatically notify patients that they are without coverage via text, call and email.

RESULT

Clinics are able to handle the increased workload without adding staff, and do so even faster than before.



Automation #3:

Use: Enhanced Patient Experience

- Provide a simple & intuitive Online Enrollment Platform that automatically submits the application to Medicaid.

RESULT

Clinics are able to provide 24/7 enrollment assistance by providing anytime, anywhere, access to Medicaid applications via a simplified online enrollment process.



Automation #4:

Use: Streamline Reimbursement

- Receive an alert if a previously uncovered visit is eligible for reimbursement

RESULT

Increases the billing team's capacity and turnaround time by reducing their workload, while also adjusting to the decreasing time frames provided for reimbursement submittals.



Additional Benefits:

Use automation technology also provides insight into the Coverage status and journey of your patients, allowing you to know:

- Who does or doesn't have coverage
- What percentage of your patients are losing coverage
- How many patients are re-gaining coverage
- How quickly they regain coverage.

RESULT

Allows for data-driven decisions at the executive level, based on accurate and timely coverage insight.



Engagement Moment

Trio Up & Discuss (3 min)

Which Medicaid automation would your center benefit from the most?

1. Automated Patient Coverage Status Monitoring
2. Automated Outreach
3. Automated Online Enrollment
4. Automated Reimbursement Alerts



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Learning from Success

Real Implementation, Real Results

- Reduce patient coverage anxiety
- Improve staff efficiency
- Protect Medicaid revenue streams
- Strengthen patient relationships



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The Challenges We Faced

Our Pre-Implementation Reality:

Staffing Constraints

Amid financial strain, we had little room to hire additional staff and employees were stretched thin.

Financial Pressure

Medicaid reimbursement rates had remained static since 2001, while supply costs continued to rise. On top of that, cuts to the 340B program further squeezed budgets.

Limited IT Resources

Didn't have the IT capacity to research, implement, or manage other technologies that might have helped ease burdens we faced.

Patient Engagement Demands

Many of our patients rely heavily on in-person or phone-based support for Medicaid enrollment, so we needed a solution that would allow more time for those who needed it.



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Automation Implementation

Over the past 12 months, CVHS:

1. Implemented Automated Coverage Monitoring
1. Launched Automated Text, Phone & Email Outreach
1. Began providing Online Self-Service Enrollment



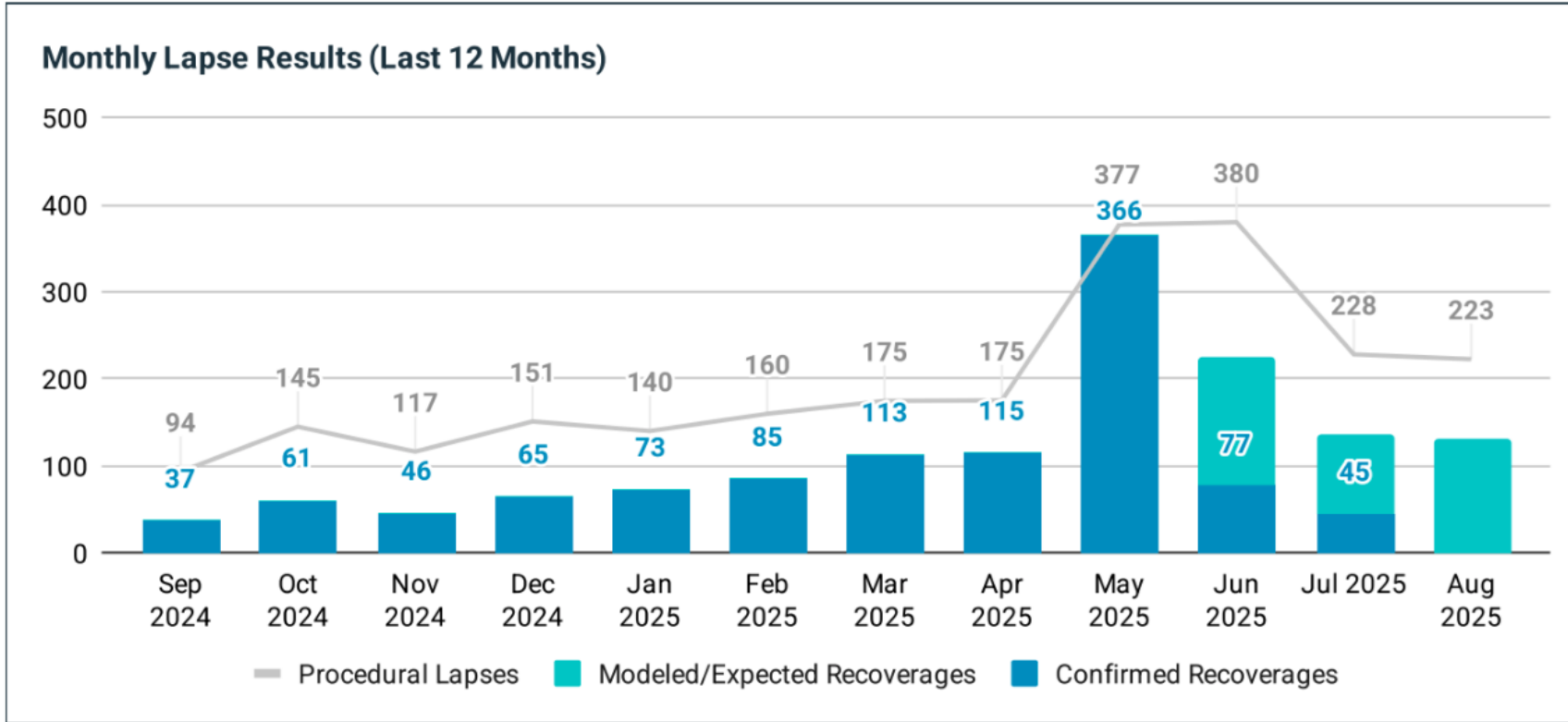
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Results & Impact



2,365
Procedural Lapses

1,143
Lapse Recoveries

48%
Automated Recovery Rate



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The Return on Investment

\$208

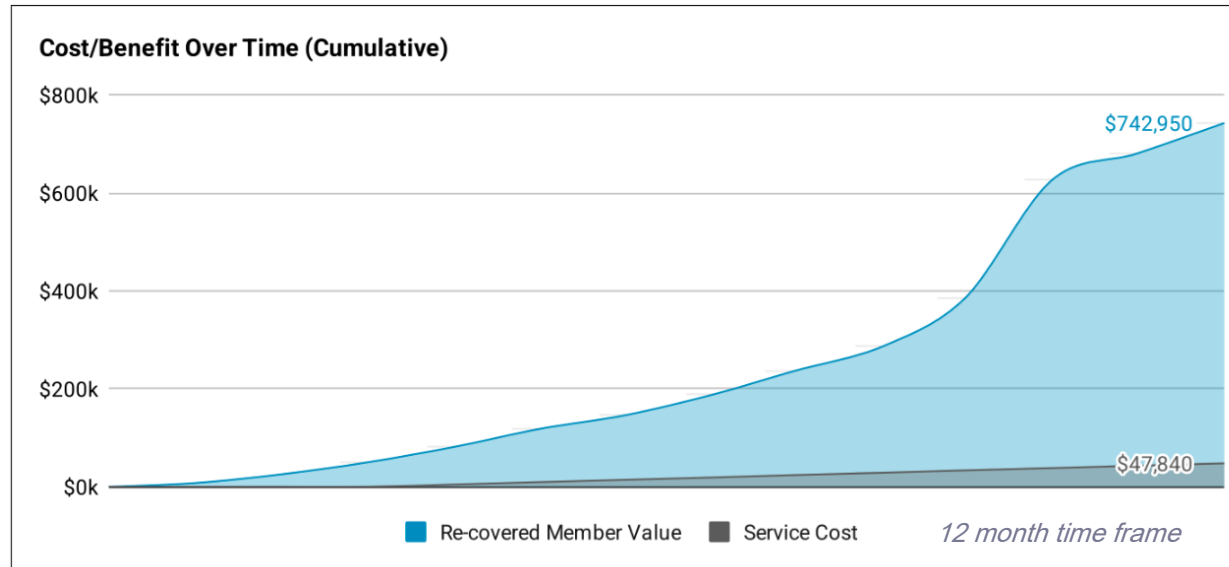
avg cost per
point-of-care enrollment

\$42

Automated cost per enrollment

\$166

Avg Savings Per Enrollment



1,143

Lapse Recoveries

\$650

Annual Member Value

\$742,950

Protected Revenue



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Patient Trust



Notification Success

47% of patients take action,
vs 15% without automation*



Fast Engagement

Within 7 days of losing coverage, Patients are notified.



Digital Enrollment

Many paths: Submit, social worker, in clinic, or return to paper app!

Building a new member experience:
Speed, Ease, Trust,



Big Win!

Nothing but upside for the
Health Center



Success with Customer

Has lead to **greater success with and for patients.**



Work Requirements

Perpetually update
vs Lapse is Point in Time



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What CVHS Patients are saying...

Very easy to deal with.

Easy and fast

Very good!

buen servicio

It is a quick & simple process & easy to understand.

More people should know about this great experience!

Honestly it was super simple and easy.

This was easy to do!

Very easy to navigate. Liked having the link.

muy bueno

This was a great experience



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Engagement
Moment

Calculate Your At-Risk Revenue



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Making Automation Adoption Successful

Change Management Essentials:

1. **Build Trust** - Connect to patient care mission
2. **Involve Champions** - Identify enthusiastic early adopters
3. **Provide Training** - Don't assume tech comfort
4. **Celebrate Early Wins** - Share success stories immediately



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Making Automation Adoption Successful

Critical Success Metrics:

- Patient satisfaction with enrollment process
- Staff time savings per week
- Coverage verification accuracy rates
- Revenue cycle improvements



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Making Automation Adoption Successful

Common Pitfalls to Avoid:

- Implementing without staff knowledge
- Over-complicating initial rollout
- Neglecting ongoing training needs
- Focusing on features over patient outcomes



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Your Questions, Our Experience

Topics We Can Address:

- Specific technology recommendations
- Change management strategies
- ROI calculations and business cases
- Integration with existing systems
- Staff training approaches
- Patient adoption challenges

**Come play our
guessing game
at booth #24!**



Ask your toughest questions - we've likely faced similar challenges



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THANK YOU!

