



Case Study: South Georgia Medical Center



Developing a sustainable structure and process to maximize results.

GEORGIA-BASED REGIONAL HEALTH CARE SYSTEM PARTNERS WITH CURRANCE TO ACHIEVE \$20 MILLION ANNUAL IMPROVEMENT IN REVENUE CYCLE YIELD

Collaboration allowed the health system to improve its net-to-cash collections and develop a sustainable structure and process to maximize results.

In 2019, after investing in a new EPIC platform, South Georgia Medical Center (SGMC), a not-for-profit medical system in Lowndes County, GA, realized they needed a new approach to fine-tune their revenue cycle. They turned to Currance's Rev-Cycle Performance solution for their proprietary yield performance technology and process management system to reduce costs, optimize operational efficiency, and maximize net revenue.

The business of healthcare is fluid and constantly adjusting to pressures such as claim volume changes, payer contract adjustments, labor challenges, and evolving reimbursement models. Daily changing variables create 'noise' in the Rev-Cycle that must be filtered to recognize true operational performance and achieve maximum reimbursement. Revenue management needs a precise instrument of measurement, one that can mitigate the noise in the claims cycle, to isolate and correct workflows that leave money on the table day after day, year after year.

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- Grant Byers, Senior Vice President & CFO

CHALLENGES

South Georgia Medical Center was facing the same financial pressures as other healthcare organizations: shrinking margins, increasing administrative burdens, and pressure to reduce costs. SGMC's former senior vice president and chief financial officer Grant Byers knew the existing revenue cycle could further contribute financially with additional net-to-cash conversion; he also knew conventional revenue cycle management solutions were not going to produce the results he wanted.

"We needed a process and a tool to give us insight into our challenges, accurately measure potential cash conversion, and track progress toward goals," said Byers about their search for a solution. "We were looking for a partner that could evaluate our revenue cycle functions, quantify the opportunity, help deliver improvement, and integrate with our corporate culture."



Internal investigations revealed SGMC had four challenges:

1. Optimize revenue cycle operations
2. Reduce revenue costs
3. Evaluate current collection strategies
4. Develop an engaged revenue cycle team

SGMC wanted a performance-driven partner — not a vendor to take over revenue cycle functions. According to Byers, "We needed something new. The information generated with traditional tools couldn't give us the answers to refine operations and maximize net revenue."

After a comprehensive search, SGMC chose Currance to provide the solution. "Although focusing on yield as a guiding metric was a new approach, we had confidence that Currance's experienced team could get us where we wanted to go," said Byers.

THE CURRANCE REV-CYCLE PERFORMANCE SOLUTION

The Currance Rev-Cycle Performance solution's foundation is its proprietary technology and process management system that empowers organizations with a precise measurement of operational efficiency. Insights from tracking yield performance drive accountability across the entire revenue cycle by revealing opportunities to fine-tune processes that will produce sustainable performance improvements and maximize net-to-cash conversion. The partnership used a two-part approach:

1. Comprehensive Revenue Cycle Assessment

The Currance 385-point checklist, along with validation audits and observations, were used to evaluate people, process, and technology across the revenue cycle. The assessment provided insight into operational performance and provided solutions to the key areas, including revenue cycle cost reductions, capturing yield gains, and preparing operations for reimbursement model changes.

2. Strategic Rev-Cycle Tools & Services

The Currance Rev-Cycle Performance solution is designed to maximize revenue cycle yield while integrating with SGMC staff and its workflows. Currance's approach blended process improvement with proprietary technology.

ScoreLogix™

This patented yield management and analysis tool integrates with all healthcare information systems to measure yield performance and produce actionable analytics, empowering leaders to convert all expected net revenue to cash.

Flex Workforce

Currance redesigned SGMC Patient Financial Services operations by leveraging our automated workflow technology (CollectLogix™) and deploying a flexible, lower-cost workforce solution with on-demand extended business office (EBO) resources. Most importantly, cross-organizational Patient Financial Services teams were created to conduct daily shift briefings and share performance updates.

Training

Leaders learn the Currance Rev-Cycle Performance solution's proven processes to engage their organization and systemically drive yield performance. Roles and responsibilities are defined, goals are set and deployed, and methods for analysis and corrective action are decided.

RESULTS

With the help of Currance, SGMC's leadership was able to transition from a transactional mindset to an engaged organization focused on process management and revenue outcomes driven by yield performance.

"Currance recognized the growth potential of our team," said Byers. "They didn't just tell us what we needed to do. They educated our team, providing a strong foundation to help them be leaders and drive macro-outcomes."

Performance highlights

- Within 60 days, yield increased by 3.4%, equating to \$6.8M per year in additional cash
- Annual costs to collect decreased by \$3.18M
- Identification of two payers that were not paying timely and impacting revenue conversion yield by up to 5%
- \$1.5M of 'slow' revenue recovered from payers due to management insights from Currance
- Within 45 days, insured patient collections more than tripled and continue to trend upward

Within months of the SGMC launch, COVID-19 began rolling through the US. "Our partnership with Currance prepared us for the business disruptions brought on by the pandemic," said Byers of SGMC. "The operations processes installed by Currance, along with their Flex Workforce team, gave us an advantage other hospitals didn't have – responsive revenue cycle management that kept cash flowing despite unforeseen challenges, allowing us to deliver consistently high-quality health care."

Today, SGMC and Currance continue working together as one blended team to drive yield performance improvement.

ABOUT SOUTH GEORGIA MEDICAL CENTER (SGMC)

South Georgia Medical Center is a not-for-profit medical system dedicated to being the leader in improving the health, wellness, and quality of life in the community. With 418 licensed beds and more than 300 affiliated physicians and 2,600 employees, SGMC, its campuses, and affiliates provide a broad range of high-quality healthcare services. SGMC is in Valdosta, Georgia, and serves 380,000 residents across a 15-county service area.

ABOUT CURRANCE

Formed by RCM leaders, Currance is a Rev-Cycle Performance solutions company focused on enabling and empowering hospitals, physician practices and healthcare systems to achieve and sustain yield performance improvement. Currance's strategy of Performance Partnering supports your own team by offering everything needed to drive yield performance: an intelligent technology platform that integrates with existing systems, tailored solutions, and professional services for operationalizing the technology and sustaining exceptional results.

The Currance approach encompasses best-in-class knowledge of healthcare RCM, proprietary technologies, and the proven ability to engage, train, and mentor employees, adding value to clients' organizations. We embrace an engineering mindset rooted in science and operational experience, enabling highly reliable processes and precise workflow design that improve profitability and help build patient-centered, high-performing organizations.



CurranceSM

To learn how Currance can help your organization increase net revenue and protect cash flow, **visit us at [Currance.com](https://www.currance.com)**.