

# WOMAN'S HOSPITAL

BATON ROUGE, LA

“We had great success on the hospital revenue cycle project and sustained that success over time. We wanted to put the same improvements and processes in place for the physician revenue cycle and have seen the same level of success in that area.”

**GREG SMITH**  
**VICE PRESIDENT,**  
**FINANCE/CFO**  
**WOMAN'S HOSPITAL**



## RESULTS AND BENEFITS

**11%** reduction in A/R days, from 70 to 62



**12%** increase in patients financially secure at admission



Staff quality rating increased from 6 to **9.1** on a 10-point scale



WOMAN'S HOSPITAL IS THE 17<sup>TH</sup> LARGEST WOMEN'S SPECIALTY HOSPITAL IN THE UNITED STATES, WITH MORE THAN 8,700 BIRTHS, 44,000 BREAST PROCEDURES, AND 59,000 PAP SCREENS ANNUALLY. WOMAN'S HOSPITAL IS A 168-ADULT BED AND 72-NICU BED REGIONAL REFERRAL HOSPITAL AND CLINICAL NETWORK, PROVIDING THE HIGHEST LEVEL OF CRITICAL CARE FOR WOMEN AND INFANTS. ITS CLINICAL NETWORK INCLUDES A WIDE VARIETY OF OUTPATIENT HEALTH CLINICS, SPECIALTY PRACTICES, AND SERVICES FOR THE COMMUNITY.

## THE CHALLENGE

After integrating physician groups into their network, Woman's Hospital sought to create consistent patient processes and align organizational structure across the system. Having recently completed a successful hospital revenue cycle initiative, Woman's engaged Huron to assist in restructuring its physician revenue cycle. The goal was to better meet current business needs and to create a model that could accommodate future growth.

## OUR APPROACH

Huron worked with physician leadership at Woman's to improve and standardize processes throughout the physician revenue cycle. Because the Huron team was familiar with the hospital side of the business, they were able to implement common internal processes and ensure a consistent patient experience across the entire organization. The engagement significantly reduced A/R days and provided a \$6,000 increase in weekly cash posted. These improvements have been sustained and continue to grow.

**Optimizing processes:** The engagement streamlined processes and updated procedures across the physician revenue cycle to increase productivity and quality, improving overall effectiveness. Huron provided

training for staff and leadership to ensure success and sustainability.

**Providing tools:** The Huron team provided the patient access and financial counseling areas with tools to track and improve performance. This and other efforts led to a 12 percent increase in patients financially secure at admission. The engagement also provided new tools across the business office and managed the implementation of updates to the existing HIS system to enable consistency across the physician revenue cycle.

**Aligning organizational structure:** The engagement team realigned organizational structure and FTE levels to increase efficiency and meet industry best practices. Huron also implemented an accountability and communication structure based on key industry metrics.

**Improving collections:** Working collaboratively, Huron helped implement a high-risk review process, allowing directors and managers to understand and resolve the root cause of issues impacting agings, denials, and avoidable write-offs. The engagement also established a consistent point of service collections process at each clinic, ensuring that collections goals were met while creating a seamless experience for patients.