

CBO— THE WAY TO GO!



3 Reasons to Implement a Central Business Office/Call Center

Having a Centralized Business Office (CBO) is fundamental to survival in today's healthcare environment. With healthcare reform and continuing market changes, hospitals are required to both deliver higher quality care and to do so at a lower cost. Reducing clinical services and resources is not an option. Quality cannot be compromised. Competition must not be ignored. CBO is the obvious way to go!

Three Reasons to Implement the CBO Model

1. Reduce Your Administrative Costs in the Revenue Cycle.

Hospitals should focus on what they do best—provide clinical care. The cost and administrative burdens associated with traditional Access Management functions such as order management, scheduling, pre-registration and financial counseling, as well as patient accounting, bad debt, denial management, contracting, etc., are better managed using specialized tools including:

- Comprehensive order collection systems.
- Expert scheduling systems to allow an individual call center employee to know the rules of multiple environments.
- Pre-registration workflow to make sure nothing falls through the cracks and that all self-pay amounts are collected.

2. Centralize or Outsource Your Administrative Functions.

The consolidation of traditional Access Management functions needs to be done in the most efficient and cost-effective manner. This means eliminating decentralization, whether in a department or a hospital, and centralizing these activities.

- Health systems must centralize their business office functions into a single unit serving all hospitals, ambulatory and physician offices that are part of the health system.
- Centralization should be for all revenue cycle processes from orders to bad-debt collection.
- Centralization not only reduces labor costs, but it also enforces uniform procedures for access functions.

3. Offer Self-service Options.

By offering patient and provider self-scheduling portals and check-in kiosks, hospitals can reduce the health system's administrative efforts (e.g., inbound calls/paper processing/faxes) while improving customer service. Self-service options prove their value in multiple areas. When combined with a CBO/Call Center, self-service tools are excellent ways to promote positive customer experiences, improve administrative efficiencies and boost your status in a competitive healthcare market. 🕒

Case Study:

Proving the Point of CBO

A South Florida health system with 19 hospitals converted from decentralized scheduling in each location to one centralized Call Center. Patient and physician scheduling calls are now automatically routed to and handled by the Call Center. The ability to search across all locations and offer one appointment candidate at each location is fundamental to this operation.

Centralized Call Center capabilities:

- Outsourced to Conifer (a business processor 200 miles away from the hospitals)
- Uses an intelligent rules-based access management tool
- Manages all ordering and scheduling rules (as many as 3,000 per hospital)
- Achieves successful outcomes without having representatives from each hospital doing the scheduling
- Ensures no medical mistakes in scheduling
- Meets specific financial requirements and enforces operational rules for individual hospitals and providers
- Integrates required data to two registration systems provided by separate HIT vendors

This health system has resolved its current issues yet Healthcare Reform will continue to add stress to hospitals in the form of more patients, lower reimbursement per patient and more compliance oversight. Hospitals everywhere must examine their revenue cycle processes to find solutions that capture all payments owed and reduce the administrative costs associated with collecting revenues.

Implementing specialized access management tools, including comprehensive order collection systems and "expert" scheduling technology that lets each individual call center employee "know" the rules of multiple environments and pre-registration workflow will ensure nothing is overlooked and all self-pay amounts are collected. CBOs not only reduce labor costs, but they enforce uniform procedures for access functions—making it easier to implement great customer service practices across the enterprise.