



## HEALTHCARE ADVISORY: REVENUE CYCLE OPTIMIZATION PROGRAM

### IS IT TIME TO OPTIMIZE YOUR REVENUE CYCLE?

Are you responsible for managing the revenue cycle at your hospital? This is no easy task. With increased legislation, reduced Medicare reimbursements, escalating costs and staffing shortages, many factors are coming together to disrupt your financial health. Wouldn't it be great if you could have an experienced, dedicated advisor walk you through a methodical process to improve your revenue cycle while also learning best practices and lessons learned from those who have successfully transformed an underperforming revenue cycle? Windham Brannon's Healthcare Advisory Practice brings you the best of both—specialized training and best

practices—through a cost-effective, Revenue Cycle Optimization Program.

### REVENUE CYCLE OPTIMIZATION PROGRAM

The Revenue Cycle Optimization Program is designed to provide revenue cycle leaders the expertise, best practice benchmarking, coaching and development of metrics, and assistance in action planning designed to improve revenue cycle operations and the overall financial health of the hospital. Under the leadership of a program advisor, you will be able to execute more efficient processes, resulting in cash acceleration and/or net revenue improvement.

### WHO SHOULD JOIN?

The program is designed for Hospitals with staffing and

financial challenges or those that do not have access to deep revenue cycle expertise or funding for traditional revenue cycle consulting. However, organizations in the following scenarios stand to benefit the most:

- 200 beds or less
- Siloed revenue cycle operations
- Struggling revenue cycle performance
- Not ready, cannot afford, or do not desire a traditional revenue
- Cycle consulting project

**No dedicated revenue cycle leader.** If your hospital currently has patient access, coding and patient financial services report directly to the CFO, you are not alone. Many rural hospitals struggle to find the expertise needed to manage the revenue

# REVENUE CYCLE OPTIMIZATION PROGRAM

cycle and it becomes one more responsibility for the CFO to manage. To improve revenue cycle performance in an operational model like this, you need education. The outside validation and verification that stems from your revenue optimization advisor can make a big difference.

## Seeking to improve overall financial health.

Is today's competitive and legislative-heavy environment taking a toll on your finances? This program will help you focus efforts on those opportunities to drive cash and net revenue improvement. From scorecards to price transparency to point-of-service collections, you will understand the latest techniques producing the greatest results.

## Willingness to invest in your team.

One of the greatest challenges in revenue cycle management is making sure your team knows what's required of them and has the knowledge to perform. When the individuals assigned these responsibilities don't have the training to excel in their positions, they leave on their own or at your request. If your hospital faces this type of unfortunate turnover, you can keep the remaining team focused. Your dedicated revenue cycle optimization advisor will give your hospital the knowledge and guidance needed to develop future leaders, as well. This program



## INVESTMENT LEADS TO PROCESS AND PROFITS IMPROVEMENTS

When a 200-bed hospital experienced a steady decline in net revenue, it knew a change was needed. The decision was made to invest in its team and provide access to the knowledge needed to make a difference. With the guidance of the Windham Brannon Revenue Cycle Optimization Program, 29 metrics were identified to improve performance. Six months later, the hospital found itself in a much-improved cash and net revenue position and further refined its metrics to drive additional opportunities in the future.

will help you be effective and efficient in all aspects of the revenue cycle.

## BENEFITS

The Revenue Cycle Optimization Program provides numerous benefits:

- Direct access to deep revenue cycle expertise
- Benchmarking of your hospital performance against best practices in the industry
- Coaching on the development and management of revenue cycle scorecards

- Coaching of revenue cycle staff on action planning and implementation
- Greater understanding of accounts receivables and revenue cycle operations
- Identification of cash acceleration and net revenue improvement opportunities

## GET STARTED TODAY

You may start the program at any time. For information on how to join, contact one of our practice leaders.



## PRACTICE LEADERS

Valerie Barckhoff  
vbarckhoff@windhambrannon.com  
678-510-2838

Danielle Epps  
depps@windhambrannon.com  
678-510-2836

[windhambrannon.com](http://windhambrannon.com)