



# PERSONALIZATION THROUGH SEGMENTATION DRIVES SELF-PAY RESULTS

CASE STUDY | Tallahassee Memorial Healthcare, Tallahassee FL

**Tallahassee Memorial HealthCare (TMH) is a private, not-for-profit community healthcare system located in north Florida.**

- Serves a 16-county region in north Florida and south Georgia
- Includes a 772-bed acute care hospital, a psychiatric hospital, specialty care centers, three residency programs, and 22 affiliated physician practices

**“Encore Exchange’s scoring and segmentation strategies have increased the efficiency and effectiveness of our collection efforts while keeping our costs budget-neutral.”**

– **Jeff Sherman**  
Director Patient Accounts,  
Tallahassee Memorial Healthcare

## CHALLENGE

Tallahassee Memorial Healthcare (TMH) has benefited from Encore Exchange’s (formerly CCI) pre-collect personalized engagement service since 2000. The collaborative strategy included a successful combination of agency engagement following the regular hospital statement flow for both patients who are self-pay and balance-billed.

As a college town and state capital, Tallahassee is home to a transient population, which makes patient financial follow up post-service challenging. As a collaborative partner, Encore Exchange has been able to collect balances that historically went to bad debt by identifying incorrect addresses and securing updated mailing information for many patients. Trends driven by the Affordable Care Act and rising out-of-pocket costs are creating affordability issues that require a new strategy for a new revenue cycle. TMH was challenged to find creative ways to escalate collection efforts without increasing their cost to collect or creating a negative financial experience for patients.

## SOLUTION

As part of Encore Exchange’s strategic consulting support, a collaborative plan was developed to enhance collections through sophisticated scoring technology identifying accounts with a higher propensity to pay. Using scoring analytics, accounts were segmented into groups based on scoring and size of balance. As a result, Encore Exchange delivered a more strategic, intentional, and cost-effective approach to collections. Certain segments receive a high frequency combination of phone calls and letters, while others receive fewer communications, but are offered convenient and automated options to self-serve.

### Automation to Drive Down Cost

With Interactive Voice Response (IVR) technology, TMH dramatically increased the number of patients reached when compared to traditional dialing. Additionally, switching from 100% reliance on live team members saved both time and money. Calls placed during business hours offered patients the option to connect directly to hospital staff. After-hours messaging was scheduled to reach patients at optimum times in the early morning or evening, before or after work. Since most patient questions can be answered by an IVR system and payments can be made through the IVR, patients can make payments any time of the day or night.



## IMPACT

Prior to segmentation, every dollar that TMH spent with Encore Exchange generated \$9.80 in collections. Since implementing scoring and segmentation, TMH now collects \$16.40 on every dollar spent, which reflects an increase of 67%. With scoring and segmentation in place, accounts with a higher propensity to pay are receiving more efficient and effective communication, which is a more productive use of resources.

A review of traditional self-pay performance indicators validates significant improvement in overall collections and a decrease in cost to collect.

**With analytics and automation Encore Exchange was able to help TMH:**

- Increase self-pay collections by 54%
- Deliver a dramatic decrease in the cost to collect by 39%

Incorporating technology from a trusted partner has been a very profitable investment for TMH as they continue to evolve the revenue cycle to a changing patient population. Validated by reporting and rigorous KPIs, it has also been surprisingly easy to implement. Encore Exchange's integration with TMH's STAR Patient Accounting system allowed for an aggressive "go-live" schedule and ensured minimal risk with no additional software required and no interface to build.



---

**With Encore, TMH transformed the revenue cycle and provides an experience that patients applaud.**

---