SUCCESS STORY

Wake Forest® Baptist Health

Wake Forest University Physicians

Wake Forest University Physicians (WFUP) comprises more than 500 physicians who are the medical faculty at Wake Forest University Physicians and serve as the attending staff of the North Carolina Baptist Hospital. WFUP administers members' outpatient clinics that operate about 85 medical and surgical specialties.

WFUP's contact center manages a variety of patient account services, including collections, pre-registration, and registration updates. When looking for a contact center solution, the organization needed a flexible solution that would allow it to meet each of these needs. Denise Fetters, Associate Vice President - Business Operations, states, "Wake Forest University Physicians Business Operations needed to identify a solution to enhance its capability with contacting patients. The solution needed to include a virtual payment center that would be designed to automate outgoing calls through a predictive dialer and provide immediate on-screen access to patient information. The solution also needed to deliver an integrated interactive voice response system (IVR) to allow patients an automated method to complete the payment of bills, confirm information, or redirect their call for additional assistance. The single solution would focus on improved cash flow, faster cash turn around, and improved patient satisfaction."

After exploring several contact center solutions, WFUP selected the *Noble® Enterprise Solution* from Noble Systems. "We liked the functionality of the system as it met our different business needs," says Fetters. "The references we spoke with were excellent, and the price was extremely competitive for the value-added features." The flexible Noble Predictive Dialer gives the ability to utilize predictive dialing, preview dialing, and dial now features, which can be set on a campaign-by-campaign basis. The Noble platform also delivers an advanced contact management system with inbound, outbound, and blended agents, digital call recording, voice messaging, interactive menus, customizable agent desktops, integration to billing software, and credit card processing. WFUP has also upgraded its servers to the Noble SIPhony platform, offering greater flexibility and performance.

"We enjoy using many of the Noble features," observes Allen Weeks, Health Systems User Analyst. "The *custom desktops and pop-up screens* push patient information to the agent screens, and this is seamless to patients. With this new seamless process, the system provides WFUP Business Office staff immediate on-screen access to patient account information through database integration. We can also offer customer service with the *Noble IVR* (interactive voice response) features for immediate credit reporting, credit card verification, and account balance inquiry, providing an automated way for patients to inquire about their balance and facilitating payment opportunities 24 hours a day, 7 days a week. The virtual campaigns have saved us an exorbitant amount of hours reminding patients of outstanding balances and updating their registration information. We do a high volume of patient return calls based on these virtual campaigns which no agent is required to monitor or call."

Weeks continues, "*Noble Maestro* gives us real-time reporting, including the status of all Representatives. We can determine when additional staff needs to support the incoming calls or when they need to transition to outbound calls. We no longer have personnel sitting

Summary:
Wake Forest University Physicians, an outpatient clinical practice associated with the Wake Forest University Baptist Hospital, manages patient contacts including patient registration, referrals, and authorizations, and performs all billing and collection efforts for the practice. The group selected the *Noble® Solution* to bring advanced technology to its manual processes, and has improved patient satisfaction, increased cash flow, and reduced operational expenses.

Industry | Healthcare Collections & Customer Service

Applications | Patient Services & Accounts Receivable

Solutions | Outbound Predictive Dialing, Blended Inbound Processing, Call Recording, IVR, Real-time Reporting & Management, Data Redundancy, Integration to Billing system and PC Charge, Patient Account Screen-Pops, Virtual Campaigns, SIPhony

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idle waiting for incoming contacts. And, we use call recording as an auditing tool and for monitoring and training purposes."

The Noble platform has proven to be very beneficial for WFUP across a number of its contact programs. Fetters outlines several of these, citing productivity improvements, including:

"With our manual system, we were limited in collection activities for our Patient Responsibility Balance programs. We could not contact all of our accounts due to staffing and cost issues. Using Noble, a virtual campaign call is now made to all patients that have not responded to the initial friendly-reminder letter. If payment is not received on the virtual call campaign, the remaining patients are contacted through the predictive dialer utilizing the immediate on-line patient access or pop-up screen. An automated credit card application is in place that allows the Patient Service Representative to take the payment, transmit the credit card information and immediately know if the credit card payment is approved. Patients can also call in and pay with a credit card through the IVR without ever speaking with a Patient Service Representative. Our costs have been reduced for an average of $9 for an employee-assisted call to only $0.25 per call for the virtual agent program. We are making an average of 1079 calls per month, versus 800 before Noble, and our completion rate is 88%. And, we have increased average collections from $120K to $500-700K per month.

We are also using the system for our Pre-registration Programs. It is important to capture as much registration information as possible prior to the patients presenting for the visit. With a manual dialing process, not as many patients can be reached, requiring more registration questions to be answered at the front desk. **With Noble, our 17 agents in the Patient Services Center have increased the average number of outbound calls made by 170%, and completed registrations are up 80%. On the inbound side, calls received have increased by 123%, with 82% more completed registrations.**

Another area of improvement has been our Bad Address Campaign. Before, it was difficult and costly for one FTE to contact all the mail returns through a manual process. With the dialer and immediate on-screen access to patient information, the program can easily be handled by one FTE. If the patient cannot be reached during the day, a message is placed on the patient's answering machine utilizing Noble's automated messaging and answering machine detection tools."

Overall, Noble Systems and Wake Forest University Physicians have worked together to create a customized installation that meets the organization's unique healthcare business needs. Fetters concludes by describing the Noble platform's overall impact: "**The Predictive Dialer paid for itself the first month it was in operation (with a net gain of hundreds of thousands of dollars).** The predictive dialer and IVR have been a great enhancement improving patient satisfaction, increasing cash flow, and reducing operational expenses."

" The predictive dialer and IVR have been a great enhancement to our patient programs. We have reduced collections costs from $9 in an agent-assisted environment to $0.25 with the virtual campaigns. Dollars collected have grown from $120K to $500-$700K per month. The Predictive Dialer paid for itself the first month it was in operation (with a net gain of hundreds of thousands of dollars). "

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