ZÍRMED®

YUMA REGIONAL MEDICAL CENTER
YOUR HEALTH | YOUR HOSPITAL

▶ Case Study: Yuma Regional Medical Center
400+ Beds • 300 Physicians • Yuma, AZ • ZirMed Client since 2014

Before ZirMed:

Attempting to manually monitor hundreds of thousands of charges was an unsustainable process—and led to significant charge capture leakage.

ZirMed Solution:*

- Charge Integrity

Results:

- Added $10 million in new recurring annual net revenue.

Yuma Regional Medical Center (YRMC) is a not-for-profit hospital serving a population of roughly 200,000 in Yuma and the surrounding communities—including 80,000+ seniors who make Yuma their winter home. The past five years have seen YRMC win awards for its world-class wound-care center and join the Mayo Clinic Care Network—and have also brought about the challenge of implementing an EHR system and managing financial performance in an environment of tightening reimbursement.

"We're the only hospital serving Yuma and the communities around Yuma," says David Willie, CFO of YRMC. "And our challenges are different than a large urban hospital. We serve everyone in the area—literally. That means that all of our gains in efficiency and improved financial performance have to take place across a

predetermined population. It also means that we have to be at the forefront of addressing community health needs in and around Yuma—because we know, without question, that our patients are the ones being affected."

Why We Chose ZirMed

"We considered other vendors, but something was missing from the revenue cycle products and programs they were offering us," Willie explains. "The scope they were promising seemed incomplete compared to the amount of clinical and financial data we have in our systems. That gave us pause, because we were looking for an advanced analytics solution that could successfully analyze all of our disparate data—as opposed to just capturing the low-hanging fruit and one-time results."

"So far we've uncovered about $10 Million on an annual basis. That's not the amount we could potentially capture—that's what we've actually collected in additional net revenue."

—David Willie, CFO
    Yuma Regional Medical Center (YRMC)

Once he learned more about ZirMed's Charge Integrity solution and how its predictive analytics uncover missing charges that rules-based products can't, he was sold.

"It's night and day," he said. "It was clear that ZirMed's solutions could handle our scale—that it was built for big, complex data sets."

Return on Investment

"We were surprised by the magnitude of what ZirMed's predictive analytics uncovered," Willie says. "So far **we've found about $10 million in additional recurring net revenue** using Charge Integrity."

"That's not charges we potentially could collect—that's actual impact to the bottom line, new net revenue. And recapturing that cash doesn't require new FTEs—we have a part-time business-office employee who coordinates with other departments, validates the missing charges, and adds them to the claim."

Willie notes that YRMC uncovered root causes with ZirMed's Charge Integrity solution and have rectified those causes with new operational best practices; they can now continuously monitor progress and performance with ZirMed's advanced dashboards and reporting to ensure there's no backslide.

"The goal has always been to actually address underlying causes so we're not

catching the problem as a miss, but instead solving it on the front end," Willie explains.

While the financial and operational benefits are already clear, Willie says this is only the beginning. He points to patient collections and denials as two top-of-mind areas he plans to improve using ZirMed's Propensity to Pay and Denial & Appeal Management solutions. "Working with ZirMed, we can look at our entire revenue cycle from patient access to AR management with their integrated end-to-end platform," he says. "Understanding which accounts are at risk enables us to focus and work by exception, so that we collect as cost-effectively as possible and have the greatest possible impact on our bottom line."

In addition to Charge Integrity, YRMC also uses applications from ZirMed's Patient Access and AR Management solutions.

Ready to learn more about ZirMed?
Visit us at www.zirmed.com or give us a call at 877.494.1032.

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INNOVATING CONNECTED HEALTHCARE

About ZirMed®

ZirMed empowers healthcare organizations to optimize revenue and population health with the nation's only comprehensive end-to-end platform of cloud-based **financial and clinical performance management** solutions—including patient access, charge integrity, claims management, AR management, patient responsibility, and population health management. ZirMed's award-winning solutions and breakthrough predictive analytics technology improve the revenue cycle, support effective management of population health, and enhance operating efficiencies. To learn how ZirMed can boost your organization's bottom-line performance, **visit www.ZirMed.com.**