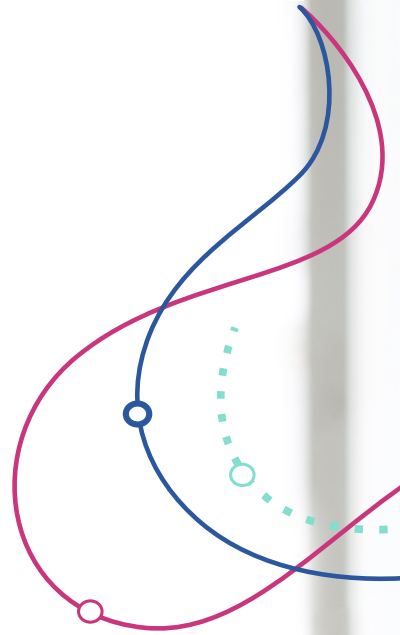




AUGUSTA
ONCOLOGY



CASE STUDY

How Augusta Oncology Surpassed 2020 Patient Financial Resource Enrollments and Revenue in Only 6 Months

TAILOR**MED**

TailorMed's financial navigation platform helps providers and patients manage the financial challenges of accessing care

AUGUSTA ONCOLOGY

Augusta Oncology, a physician-owned practice, provides community-based cancer care at two locations in the Augusta, Georgia area and a third in nearby Aiken, South Carolina. Augusta Oncology offers a coordinated team approach that helps its patients manage the clinical, financial and emotional challenges surrounding cancer treatment, so their focus remains on healing.

NO CANCER PATIENT LEFT BEHIND

For patients and their families, the cost of cancer care is constantly on the rise, due to increases in cost-sharing and the percentage of private health insurance enrollees in high-deductible health plans.^{[1] [2]} With a deep commitment to ensuring patients get access to needed care, Augusta has offered financial assistance for over 15 years. Their experienced team of financial navigators, reporting into billing management, closely supports under and uninsured patients at risk of deferring care or not paying for treatment received.

MANUAL PROCESSES LIMITING AMBITION TO FUND MORE PATIENTS

The financial navigation team primarily used a manual "pen and paper" approach to manage collecting information about patients in treatment and enrolling them in funding opportunities. **This inhibited the team from serving and enrolling more patients –** many who face financial toxicity – and reducing uncompensated care for the oncology group. Realizing this, Augusta sought a better way to help their team be more productive and proactive.



“We’ve been a patient-centered organization since Day 1 and never want to turn a patient away. TailorMed has enabled us to create opportunities for more patients in our communities without financial resources. Their dashboard also gives me visibility into what I need to know about our team’s progress and the financial improvements we’ve made.”

TRACI DUFFIE
CEO, AUGUSTA ONCOLOGY

POSITIONED FOR SUCCESS

Augusta evaluated and selected [TailorMed’s](#) platform to automate its financial navigation processes, with the goal of creating more efficient workflows that could open up opportunities to serve more patients.

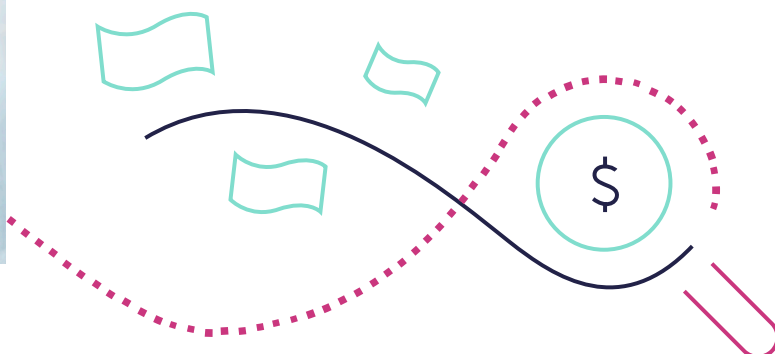
As part of implementation, TailorMed did a thorough assessment of their workflows to understand where it could optimize their efforts, provided hands-on product training to the team and set performance goals for 2021. Augusta’s experienced team of financial navigators were well-positioned to put into practice the tools provided by TailorMed.



BREAKING DOWN FINANCIAL BARRIERS... FAST

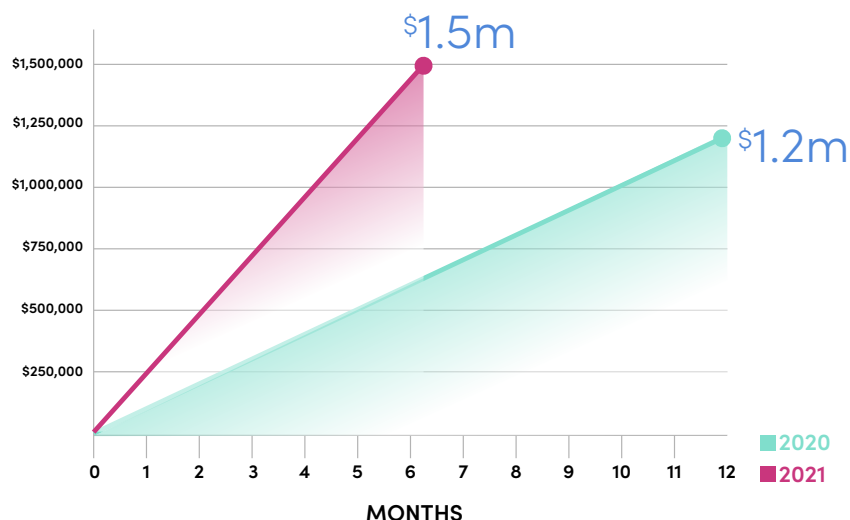
With TailorMed’s platform, staff could now proactively identify patients at risk of not affording treatment, uncover matching financial resources – such as copay cards and free drug programs – and quickly enroll them. The platform also met their needs by alerting them of top funding opportunities for patients with the highest financial risk, monitoring and acting on pending renewals, and tracking funds.

Augusta went live with TailorMed’s platform in January 2021, prepared to take on the annual peak season of insurance enrollment that occurs at the beginning of the calendar year. **TailorMed helped them scale their efforts, leading them to surpass the goals they set for first-month enrollments.** Augusta now uses the TailorMed platform at full-scale. [TailorMed Pharmacy](#) helps them track availability of free drugs, and distribution of these to patients. Management relies on [TailorMed Financial Insights](#) to monitor progress at each location and analyze financial performance.



With TailorMed, Augusta Oncology was able to fund and treat significantly more at-risk patients and improve its financial performance.

> EXCEEDED 2020 REVENUE IN 6 MONTHS

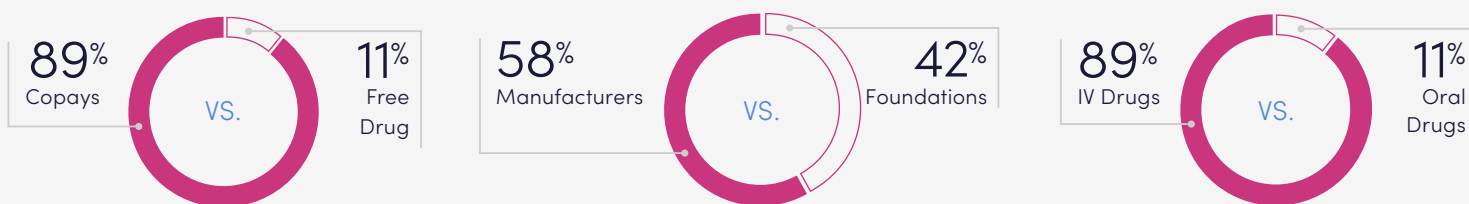


SURPASSED 2020 PATIENT FUNDING

108%
increase

in average enrollments per month comparing the first six months of 2021 to the entire year of 2020.

APPLICATION ENROLLMENT STATISTICS



REFERENCES

- ¹ Keehan S, Stone D, Poisal J, et al. National health expenditure projections, 2016–25: price increases, aging push sector to 20 percent of economy. Health Aff (Millwood). 2017;36:553–563.
- ² American Cancer Society Cancer Action Network. The costs of cancer: addressing patient costs. Available online at: fightcancer.org/policy-resources/costs-cancer. Accessed June 23, 2021.



FOR MORE INFORMATION OR TO
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TAILORMED: REMOVING FINANCIAL BARRIERS TO CARE

TailorMed helps patients and healthcare organizations tackle the financial challenges of accessing care. Our platform automates financial processes, enabling providers and pharmacies to proactively identify patients at risk of not affording treatment and enroll them into matching funding opportunities. By removing these financial barriers, patients can focus on accessing care and healthcare organizations can improve financial performance.