

CASE STUDY

How Augusta Oncology Increased Enrollments and Revenue in Six Months



AUGUSTA
ONCOLOGY

TAILORMED

Background

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.

At a Glance:

CHALLENGE

The financial navigation team primarily used a manual “pen and paper” approach to manage collecting patients information.

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SOLUTION

With TailorMed’s platform, staff could now proactively identify patients at risk of not affording treatment, and uncover matching financial resources.

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RESULTS

108%

Increase in average enrollments per month (2020 vs 1H 2021)

150%

Increase in average revenue per month (2020 vs H1 2021)

89%

of enrollments were copays

CHALLENGE

Manual Processes Limit Team Capacity

Increased Patient Financial Responsibility

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.¹² 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.

Missed Opportunities for 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 make its program more proactive and productive.

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.

² American Cancer Society Cancer Action Network. The costs of cancer: addressing patient costs. Available online at: fightcancer.org/policyresources/costs-cancer. Accessed June 23, 2021.

SOLUTION

Scaling Capacity and Efficiency with Technology

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 the team's workflows to identify areas for optimization and efficiency, provided hands-on product training to the team and set performance goals. Augusta's experienced team of financial navigators were well-positioned to put into practice the tools provided by TailorMed.

“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

SOLUTION

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. With TailorMed, the team surpassed the goals they set forth for first-month

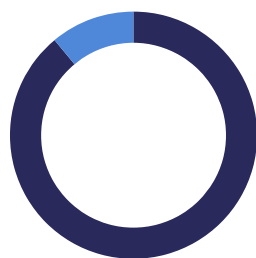
enrollments. After launch, Augusta expanded its use of the TailorMed platform to fully manage its program. TailorMed Pharmacy streamlines ordering, inventory and management of free drugs. Management relies on TailorMed Financial Insights to monitor progress at each location and analyze financial performance.

RESULTS

Accelerating Enrollment, Increasing Revenue

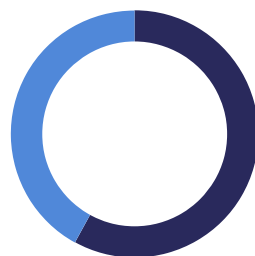
With TailorMed, Augusta Oncology was able to fund and treat significantly more at-risk patients and improve its financial performance. In the first six months after deployment, the team had already surpassed 2020 patient funding, increasing enrollments by 108%.

11%
Free Drug



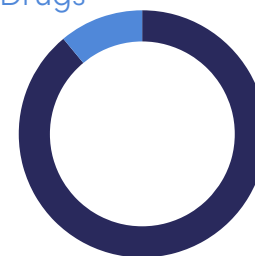
89%
Copays

42%
Foundations



58%
Manufacturers

11%
Oral Drugs



89%
IV Drugs

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About TailorMed

TailorMed is building the nation's largest network of patients, providers pharmacies, and life science companies focused on ensuring all patients across all medical conditions can afford treatment. The network is driven by TailorMed's best-in-class platform, automating the entire process of proactively identifying financially at-risk patients and matching and enrolling them in financial resources. Healthcare organizations can deliver a world-class patient and provider experience while reducing the cost of care delivery and increasing revenues. TailorMed's solutions are deployed across 1,000 sites of care, including UnityPoint Health, Yale New Haven Health, and Advocate Aurora Health.

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