

CASE STUDY

Highlands Oncology Group Transforms Financial Navigation to Quickly Boost Revenue



HIGHLANDS
ONCOLOGY

TAILORMED

Background

Highlands Oncology Group is a nationally recognized provider of comprehensive cancer care serving nearly 8,000 patients and their families in Northwest Arkansas. The practice's four clinics offer access to advanced treatment options, multidisciplinary cancer teams, and industry-leading clinical studies.

Highlands is a member of the Quality Cancer Care Alliance, the first clinically-integrated network of independent community oncology practices in the United States.

At a Glance:

CHALLENGE

Due to manual workflows consisting of spreadsheets, sticky notes, and emails, the team saw an opportunity for improvement to turn the enrollment process in their favor.

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SOLUTION

Highlands selected TailorMed to automate financial navigation processes and increase enrollments.

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RESULTS

18%
revenue increase

24%
increase in enrollments

28
days to achieve ROI

CHALLENGE

Manual Workflow Challenges

Highlands is committed to providing accessible care for the poor and underserved in its community. As part of that commitment, members of Highland's experienced patient representative team are responsible for identifying those in financial need and procuring medication copay assistance for them. The team relied on manual workflows consisting of spreadsheets, sticky notes, and emails to manage an average of 800 enrollments per year. While they operated like a well-oiled machine, they saw opportunity for improvement.

With each clinic seeing about 100 to 150 patients per day for treatment, the patient representatives had the burdensome tasks of **printing out daily schedules and manually reconciling them to identify patients in financial need** and prepare assistance applications prior to their visits.

“It was taking each patient representative four or five hours per day to go through the chemo schedule. It’s like we’re always just trying to catch up.”

Elaine Lahay

Business Manager

SOLUTION

Championing the Need for a Solution

Jeff Hunnicutt, Chief Executive Officer of Highlands, recognized the patient representative team's impact on improving access to care for patients in financial need while supporting the organization's financial performance. Discovering the challenge they faced, he championed the need for a solution that could transform how they work and amplify their impact on the practice.

“Improving financial performance and access to quality cancer care are strategic imperatives for this program. TailorMed helped us achieve these by accelerating our capacity to fund more patients needing financial resources. The spike in revenue generated led to TailorMed paying for itself within a month.”

Jeff Hunnicutt

Chief Executive Officer

SOLUTION

Transforming Financial Navigation Processes

Highlands selected TailorMed to help them automate and streamline its financial navigation processes. Staff could now proactively identify patients at risk of not affording care prior to treatment, and quickly enroll them in matching copay card programs. With TailorMed, they were able to jump on every grant opportunity to help their patients.

The team also looked forward to TailorMed's Visit Schedule capabilities, which would enable them to identify patients with out-of-pocket responsibility and prepare their documents earlier. This eliminates manual processes while preventing outstanding balances that require followup.

Implementation and adoption of TailorMed's platform went smoothly thanks to the high-touch onboarding process. One challenge arose: a pharmaceutical manufacturer changed renewal requirements during enrollment season. Having access to TailorMed during this high-volume time really streamlined the process of updating these renewals.

The implementation team also streamlined how each representative obtains a list of patients visiting their assigned facility. This further enhanced team productivity and performance.

RESULTS

Accelerating Funding Enrollment, Increasing Revenue

Since launching TailorMed's platform in December 2020, Highlands has consistently increased patient enrollments and increased 2020 revenue by 18%. In the first half of 2021, Highlands increased copay assistance enrollments by 24% compared to the same period in 2020.

Investment in TailorMed paid off within 28 days.

Team productivity has also increased, giving them more time to follow up on claims and ensure payments are received. The added productivity means that Highlands will not need to hire any new patient representatives to keep up with patient volume anytime soon.

“We no longer have to manually catch which patients are eligible for financial resources. We’ve always done everything possible to make sure we capture every dollar to help our patients afford their treatments, and with TailorMed, I’ve seen nothing that we’ve missed.”

Elaine Lahay

Business Manager

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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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