

CASE STUDY

How Moffitt Cancer Center Streamlined Workflows and Increased Revenue By Reaching More Patients



TAILORMED

Background

Moffitt Cancer Center is Florida's only National Cancer Institute-designated Comprehensive Cancer Center. As one of only 30 leading cancer centers in the U.S. participating in the National Comprehensive Cancer Network, Moffitt is at the forefront of cancer centers worldwide.

With more than **7,800 team members**, Moffitt has a vision to revolutionize cancer care and provide the best possible patient outcomes. Last year, Moffitt served more than **79,000 individual patients**, resulting in more than **563,000 outpatient visits**.



4
clinical locations



7,800 +
team members



32
blood & marrow
transplant units



79,000 +
individual patients

At a Glance:

CHALLENGE

Moffitt is committed to providing positive patient financial experiences. However, its process for connecting patients with financial assistance was reactive and inconsistent, resulting in underutilized resources.

SOLUTION

Moffitt implemented Vivor to maximize efficiencies and scale its financial assistance capabilities.

RESULTS

\$1M

copy assistance secured in year one

Improved Workflows

More efficient management, enrollment, tracking, and collection of funds

Disclaimer: The information in this case study is based on Moffitt Cancer Center's experience using the Vivor platform, which was acquired by TailorMed in 2021.

CHALLENGE

An Ad Hoc Process that Left Money on the Table

As a leading academic cancer center with a diverse patient base, Moffitt has always been an organization focused on delivering the best possible care experience. And with patients being asked to pick up a greater share of costs in recent years, the patient financial experience has become more important than ever.

The Moffitt Financial Clearance Unit was responsible for ensuring coverage of prescribed treatments and had a process in place for accessing financial assistance resources, such as copay programs, for patients on high-cost therapies. The process was largely reactive, and Moffitt was not consistently offering assistance to all patients who could benefit from underused resources.

“Pharma companies were coming to us saying, ‘Listen, you’re leaving so much money on the table.’ We knew we had a problem, and we needed something that could operationalize the expansion and make it more functional without being too manual an undertaking for our staff.”

Viviana Beland

Director of the Financial Clearance Unit

CHALLENGE

Financial Assistance at Scale

Additionally, due to Moffitt's organizational structure, the Financial Clearance Unit had to make a number of handoffs to ensure patients who were enrolled could actually access their copay assistance dollars. The result was a system where no one could quantify the amount of assistance secured despite being aware they weren't securing enough assistance for their patients.

Moffitt decided to organize their efforts and find technology that could help them maximize efficiencies and scale their financial assistance capability. They had an opportunity—a big one—and set out to find a “work driver” that would serve as the foundational tool for a transformed and expanded workflow.

Moffitt Cancer Center challenges at a glance:

- Reactive navigation process leading to underutilized resources
- Decentralized, inefficient workflows
- Inability to track or quantify copay assistance secured

SOLUTION

Operationalizing Patient Assistance with Technology

The Moffitt team had long been assisting their self-pay patients by securing free drugs through manufacturer assistance programs. However, they knew there was an opportunity to provide the same level of support to the insured patient population by improving copay assistance enrollments. They needed better visibility into all financial assistance available for their patients in need, but it wasn't yet clear if there was a technology solution comprehensive enough to support them.

The team began an exhaustive search for a solution that could address their needs as a comprehensive cancer center, visiting vendor fairs and asking their healthcare peers about options. They reviewed various financial assistance tools, with the goal of finding one that would give them the flexibility they needed to operationalize and scale their program.

“Across the organization, we heard staff say that they could find information online, but without a mechanism to automate the search, they couldn't make the most of the opportunities available. We knew we needed a solution to help us solve this but none of us understood that there was such a thing as Vivor out there.”

Viviana Beland

Director of the Financial Clearance Unit

SOLUTION

Choosing the Right Technology Partner

The Moffitt team found Vivor, which was later acquired by TailorMed, a robust financial assistance platform that promised to automate manual processes. It would also support the many departmental handoffs among financial clearance, patient financial services, and pharmacy.

Vivor conducted a personalized opportunity assessment to help Moffitt quantify what it had been missing. During this process, the Vivor team demonstrated how the platform could be Moffitt's "work driver" to prioritize efforts, maximize patient benefit, track collections, quantify impact, and even drive expansion strategy. With Vivor, Moffitt's various teams could continue to work as they needed across different departments, but in a more collaborative and transparent way.

"The Vivor team presented us with a projected ROI from a dual perspective: related to the financial impact of eliminating bad debt and to the patient experience. Both made an impression on our executive team. I remember them looking at me and saying, 'This is pretty much a no-brainer. Why were we not doing this a year ago?'"

Andy Talford

Sr. Director of Patient Financial Services

SOLUTION

Implementing a Work Driver for Change

Together, Vivor and Moffitt devised an operational roadmap that focused on identifying high-priority financial assistance opportunities among their patient population, including copay assistance and free drug programs. Understanding that communication would be critical, Moffitt launched a campaign in each of its four clinical locations to educate providers about these new capabilities and to inform their patients about financial assistance resources.

Once the enterprise platform launched, staff members were able to more easily identify the right assistance for patients, and Moffitt was able to more effectively track and collect assistance-related revenue. Perhaps even more importantly, they saw an improvement to the patient financial experience. With rapid early success, Moffitt began to expand into new areas.

“We’re always asking, ‘What are we missing? What is the next opportunity?’ That gradual expansion includes adding new drugs to the process and further configuring the Vivor system to match our needs. We’re creating new fields, new workflows, and more to help us identify where the money is and where we can further help patients.”

Viviana Beland

Director of the Financial Clearance Unit

RESULTS

\$1 Million in Recovery and a Proactive Process

Moffitt Cancer Center realized significant early gains by using Vivor, now part of TailorMed, to drive more centralization and automation.

Improved Workflows

The Vivor platform enabled the Moffitt team to use worklists to standardize its priorities systemwide. Now they can more easily and proactively manage daily tasks versus reactively respond—whether that is to identify open programs, enroll, monitor, track, or collect from assistance programs.

More Revenue

Use of the Vivor platform has helped Moffitt maximize opportunities to find available funding to apply to patient balances. **Within the first year, Moffitt Cancer Center had collected nearly \$1M in copay assistance, and it continues to grow.** “We consider that almost a total net gain because these were funds we simply weren’t collecting previously,” Andy Talford, Senior Director of Patient Financial Services, said.

\$1M

copay assistance secured in year one



Automation

More efficient enrollment, tracking, management, and collection of funds

Access

More patients evaluated and matched with the assistance they need

Growth

Reporting features allowed team to quantify success and invest for the future

RESULTS

Improved Patient Impact

Better Access for Patients

Moffitt staff members can now quickly and easily see when there are programs available for their patients. Because Vivor automatically monitors the status of foundation funds, staff are immediately notified when funds reopen so they can quickly get patients enrolled before funds run out. Now, every patient with a high cost-share is evaluated for financial assistance eligibility, and more Moffitt patients get the assistance they need.

Program Growth

Vivor's ability to present trends has helped the Moffitt team quantify their program's success over time and make strategic decisions about where to invest for growth.

Now, the same pharma companies that once reached out to Moffitt about the lost opportunities are coming to them again—this time impressed. Beland added, **“Pharmaceutical companies now say, ‘Wow, how are you achieving this—and can you help others do the same?’ It really is incredible what we’ve been able to do in such a short time.”**

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About TailorMed

TailorMed offers the nation's largest network of patients, providers, pharmacies, partners, and life science companies focused on ensuring all patients across all medical conditions can afford treatment. Driven by TailorMed's best-in-class platform, network constituents can proactively identify, match, and enroll patients in financial assistance programs to deliver a world-class patient financial experience while reducing the cost of care delivery and increasing revenues. TailorMed's secure, web-based financial assistance solutions are deployed across more than 1,000 sites of care, including Providence Health, UnityPoint Health, Yale-New Haven Health, and Advocate Aurora Health.

About Moffitt Cancer Center

Moffitt Cancer Center is dedicated to one lifesaving mission: to contribute to the prevention and cure of cancer. The Tampa-based facility is one of only 53 National Cancer Institute-designated Comprehensive Cancer Centers, a distinction that recognizes Moffitt's scientific excellence, multidisciplinary research, and robust training and education. Moffitt's expert nursing staff is recognized by the American Nurses Credentialing Center with Magnet® status, its highest distinction. With more than 7,800 team members, Moffitt has an economic impact in the state of \$2.4 billion. For more information, visit moffit.org.

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