

CASE STUDY

How AO Multispecialty Clinic Increased Enrollments and Revenue in Six Months



AO
MULTISPECIALTY
CLINIC

TAILORMED

Background

AO Multispecialty Clinic is a physician-owned multi-specialty practice with four locations and 28 providers specializing in Medical Oncology, Hematology, Gynecological Oncology, Urogynecology, Rheumatology, Urology, and Plastic Surgery. The practice 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 practice used a manual “pen and paper” approach to managing its program, which limited its ability to serve patients effectively.

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SOLUTION

With TailorMed, AOMC expanded its assistance offering and staff adopted a proactive workflow to ensure they were leveraging every funding opportunity for patients in need.

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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%

increase in copay enrollments

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.

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 faced 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.

SOLUTION

Scaling Capacity and Efficiency with Technology

AOMC 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 the implementation process, TailorMed conducted 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. With expert guidance and the support of technology, the practice's navigators were well-positioned to provide excellent financial care for their patients.

“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, AO Multispecialty Clinic

SOLUTION

Breaking Down Financial Barriers... Fast

With TailorMed, 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.

AOMC went live with TailorMed's platform in January 2021, prepared to take on open enrollment. With TailorMed, the team surpassed the goals they set forth for first-month enrollments. The team also found TailorMed Pharmacy helpful in streamlining free drug inventory. Management relies on Financial Insights to monitor performance at each location and analyze financial impact for AOMC and its patients.

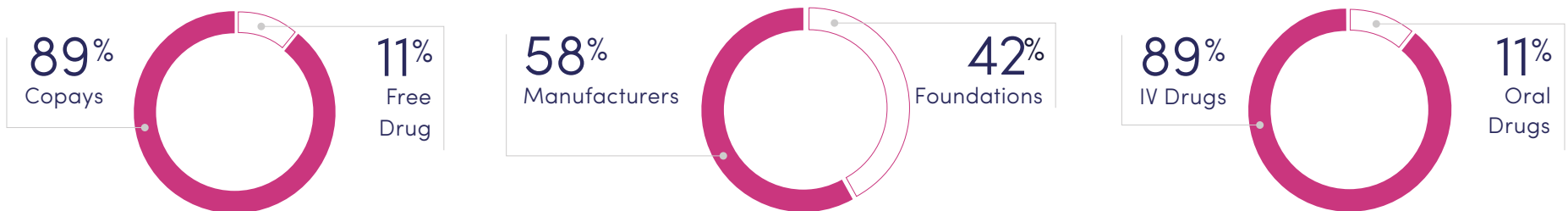
RESULTS

Accelerating Enrollment, Increasing Revenue

With TailorMed, AOMC was able to expand to all assistance types to offer holistic financial care to its patients. The efficiencies the platform afforded the team allowed them to serve even more patients as their practice grew. Staff also adopted new ways of working, supported by technology, to maximize their capacity and work smarter.

In the first six months after deployment, the team had increased enrollments by 108% and surpassed the amount of patient funding they had secured in 2020. Additionally, as the practice grew and expanded to different specialties, the team could immediately match and enroll patients in new programs for which their patients were eligible.

APPLICATION ENROLLMENT STATISTICS



For more information, contact us at:

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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. To learn more, go to tailormed.co.

About AO Multispecialty Clinic

Based in Augusta, Georgia, AO Multispecialty Clinic is a physician-owned multi-specialty practice with four locations and 28 providers specializing in Medical Oncology, Hematology, Gynecological Oncology, Urogynecology, Rheumatology, Urology, and Plastic Surgery. AOMC takes a coordinated team approach that supports patients clinically, financially, and emotionally throughout their treatment. To promote patient financial health, the practice has been offering financial assistance for over 15 years and has a dedicated team of experience navigators to guide patients through their journey. To learn more, visit aomsc.com.

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