

CASE STUDY

How CARTI Secured Over \$2 Million in Claimed Copay Assistance



TAILORMED

Background

An independent, not-for-profit cancer care provider, CARTI treats more than **35,000 patients** each year from every county in Arkansas, and across the country. With **15 locations** across the state, CARTI believes world-class treatment should be close to home and as convenient as possible. Its team of expert providers treat all types of adult cancer and blood disorders with a full spectrum of treatment modalities, including surgery, chemotherapy, and radiation therapy, as well as diagnostic radiology.

CARTI is committed to making trusted cancer care accessible for every patient. Its patient assistance program provides a broad scope of support services to meet patients' needs. These services include financial advocacy to help patients understand and afford the costs of treatment.

At a Glance:

CHALLENGE

CARTI's team of patient financial advocates and billing specialists offered support to patients in need, but their effectiveness was hindered by manual, reactive processes.

SOLUTION

CARTI implemented the TailorMed platform to proactively flag financially at-risk patients and match and enroll them in relevant resources. This enabled the team to maximize assistance opportunities.

RESULTS

In 2023 CARTI Achieved:

- **\$2.3 million** in claimed copay assistance
- **>63% increase** in collected copay claims
- **>27% increase** in total number of patients assisted
- **>35% increase** in program approvals

CHALLENGE

Manual Processes Creating an Administrative Burden

As part of its commitment to holistic cancer care, CARTI provides various forms of assistance, including housing and transportation, as well as financial counseling. Its dedicated team of billing specialists and financial advocates help patients navigate costs of treatment and find resources to afford care. Services include enrolling eligible patients in drug manufacturer copay assistance programs, foundation grants, free drug programs, and the organization's internal assistance funds.

While CARTI's financial assistance program was moderately successful, it was hindered by manual, reactive processes. CARTI lacked a proactive method of identifying financially at-risk patients. In addition, its financial advocates relied on systems such as internet searches and spreadsheets to match and enroll patients in relevant assistance.

These processes were time-consuming and labor-intensive, creating an administrative burden for staff. It also led to missed opportunities to maximize available funding. This not only impacted patient affordability, but the organization's financial performance, leading to uncompensated care and bad debt.

SOLUTION

A Proactive, Tech-Supported Approach

In April 2019, CARTI's revenue cycle management (RCM) leadership implemented the **TailorMed platform** to improve financial assistance for patients, reduce bad debt, and boost the organization's revenue capture. Using data and predictive analytics, the platform proactively flags patients in need and produces a comprehensive list of funding opportunities, drawing on 7,000-plus resources. It then streamlines and automates the enrollment process.

The CARTI team also began utilizing TailorMed's **Pharmacy module** to streamline the ordering and tracking of free and replacement drugs. The team leveraged TailorMed **Insights** to track its performance and effectively measure program success.

“Healthcare is too complex. TailorMed has built systems to help align assistance funds to those who need them most and remove administrative complexities that keep patients from getting all the help they deserve.”

— **Simon Dobretsov**

VP of Network Strategy, CARTI

RESULTS

Expanded Patient Reach and Greater Revenue Capture

From the beginning, CARTI's RCM department understood the value of increasing claimed copay assistance both from drug manufacturers and foundations. With the help of TailorMed, the team has steadily:

- ▶ **Increased assistance program approvals**
- ▶ **Streamlined the copay collection process**
- ▶ **Boosted revenue capture**

By flagging eligible patients and providing expedited matching and enrollment, the platform has enabled CARTI's financial advocates to maximize available funding. The team has been particularly pleased with TailorMed's **Opening Alerts** feature, which notifies users when relevant foundation funds open. Given these funds open and close rapidly, sometimes within a matter of minutes, this feature ensures staff can swiftly enroll the right patients at the right time. As a result, the team has been able to assist more patients and reduce its reliance on free drugs.

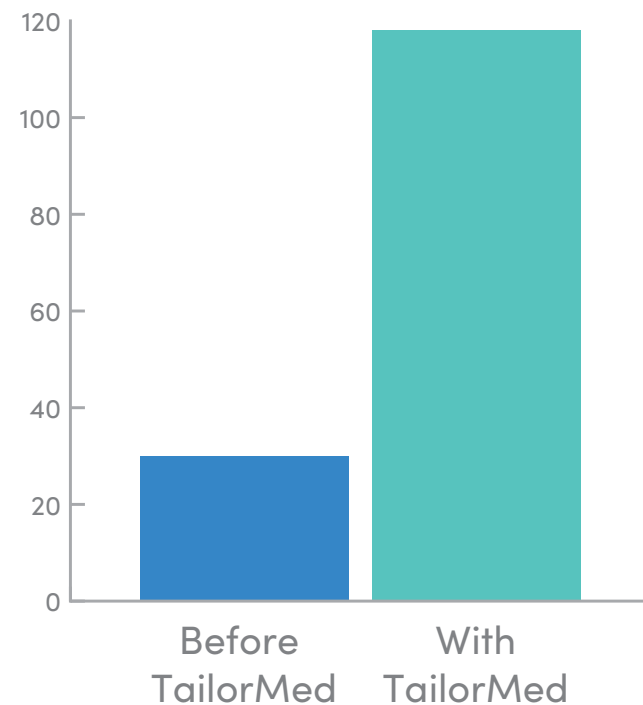


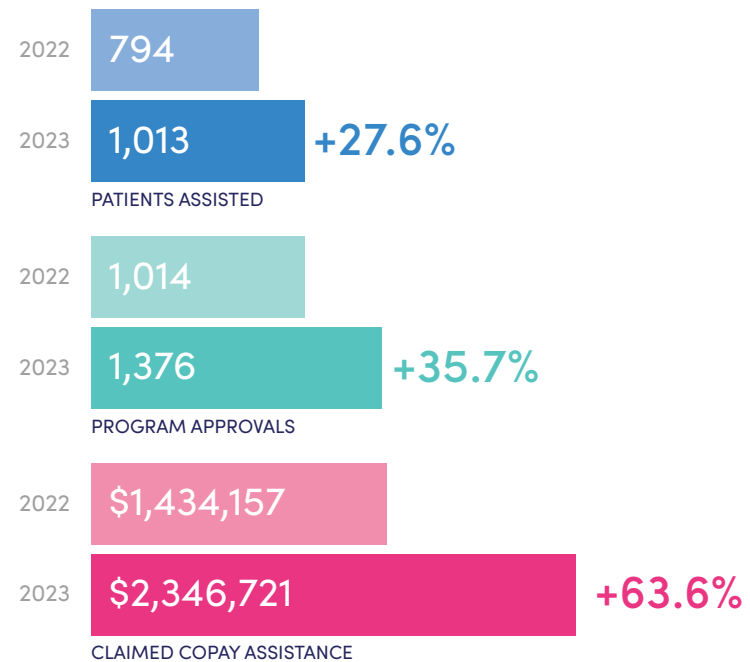
Figure 1. Data illustrating average number of program approvals per month before and after TailorMed implementation.

RESULTS

Enhanced Capabilities and Accelerated Progress

CARTI has also benefited from TailorMed's hands-on, collaborative approach. When the team expressed a desire to manage CARTI's internal assistance programs within the platform, TailorMed partnered with the organization to develop a new solution, **Funds Management**. This feature empowers users to add internal programs, benefits, and eligibility criteria to automatically discover and match eligible patients. CARTI's financial advocates now have the capacity to manage all resources—both internal and external—within a single, unified platform.

Over the past year, the team has accelerated its progress, making significant gains in the volume of patients assisted, approved opportunities, and total collections. In 2023 alone, CARTI secured more than **\$2.3 million in claimed copay assistance**, representing a **63.6%** increase over the previous year.



Looking ahead, CARTI's leadership is optimistic about the team's continued momentum, as the organization further improves affordability and bolsters its own financial health.

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, and pharmacies such as Walgreens Specialty Pharmacy. TailorMed also facilitates seamless, in-platform enrollment in assistance offered by Pfizer and other leading life science companies. To learn more, go to tailormed.co.

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About CARTI

CARTI is a not-for-profit, multidisciplinary cancer care provider offering medical and surgical oncology, diagnostic radiology, and radiation oncology. Along with the CARTI Cancer Center in Little Rock, it has locations in Clarksville, Clinton, Conway, Crossett, El Dorado, Heber Springs, Magnolia, North Little Rock, Pine Bluff, Russellville, Saline County, Searcy and Stuttgart. It currently serves more than 35,000 new patients annually, including from every county in Arkansas. For more information, visit CARTI.com.

