

# University of Alabama Health Services Foundation



*“With MPV Eligibility, our practice has been able to streamline administrative processes and improve workflow while maximizing reimbursement opportunities.”*

*– Andy Hare,  
an Associate Director  
of the Management  
Services Organization,  
University of Alabama  
Health Services  
Foundation*

**THE ORGANIZATION:** Birmingham, Ala.-based multi-specialty academic practice with more than 790 physicians

**THE CHALLENGE:** Automating the insurance verification process to increase time-of-service collections; reduce rejections and denials; and streamline workflow

**THE SOLUTION:** MPV Eligibility enables practices to electronically gather patient co-pay, benefit and deductible information at any point in the billing process while also facilitating the matching of self-pay patients against Medicare databases to identify additional reimbursement opportunities

**THE RESULTS:** 30% increase in registration accuracy; 40% increase in front end co-pay collections; 30% decrease in referral and pre-certification rejections

*University of Alabama Health Services Foundation automates its insurance verification process with MPV*

*‘We have increased staff productivity by an estimated 60% since implementing MPV Eligibility.’*

## **Situation**

In 2003, University of Alabama Health Services Foundation realized that its method of verifying eligibility was becoming increasingly time-consuming and was no longer able to keep up with the needs of the expanding practice. In addition, since the practice was only verifying eligibility and not benefits information, it was missing out on potential revenue opportunities and was more susceptible to denials and claim rejections.

“We had developed a homegrown eligibility verification solution, which served us well initially but was labor intensive and didn’t integrate with our practice management system,” said Andy Hare, an associate director of the Management Services Organization (MSO) at University of Alabama Health Services Foundation. While meeting the practice’s basic needs, the solution did not provide the functionality the practice needed to achieve the financial performance it desired. “We knew we could be collecting more revenue at the time of service and that we had only scratched the tip of the iceberg in regard to self-pay patients,” Hare said.

## **Challenge**

In an effort to streamline the eligibility process, University of Alabama Health Services Foundation began searching for an automated solution. Because the practice wanted the ability to perform real-time verification, it was important that the solution selected integrate with GE Centricity® Business, the group’s practice management system.



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The practice was also searching for a way to increase upfront collections and improve cash flow. “We were looking for a system that would help us reach our goal of having every account—whether it be inpatient or outpatient—verified by the time the patient arrives at our facility,” said Hare. “We knew that was key to reducing the number of rejected claims and would also contribute to increased patient and staff satisfaction.”

In addition, the practice sought a solution that could be customized to meet its specific needs. “We have a large practice and wanted a system with the flexibility to add additional functionality, such as the ability to verify coverage for specialty areas, once we accomplished our initial objectives,” said Hare.

### ***Solution***

After evaluating several options, University of Alabama Health Services Foundation selected MPV Eligibility. The ability to customize the system and verify data via both batch and real-time processing were key factors in the practice’s selection of MPV.

“When a patient makes an appointment, our staff can perform real-time insurance verification while the patient is on the phone,” said Hare. “By the time the patient arrives for their appointment, our pre-arrival team has already entered all demographic and insurance information.” In the case of established patients who haven’t had changes in insurance, records are submitted electronically for batch verification.

The practice is also taking advantage of the ability to customize MPV Eligibility. Said Hare, “We began with 12 data elements to capture insurance information and have now incorporated 119 data elements. Among other things, this enables us to verify patient eligibility for specialties, such as dental and psychiatric care, and in preparation to begin verifying and populating actual benefits.”

### ***Results and Return on Investment***

Since implementing MPV Eligibility, University of Alabama Health Services Foundation has realized substantial productivity savings. “We have seen a 40% reduction in insurance verification full time equivalents, which we were able to reassign to other positions,” said Hare. “Overall, we estimate that we have increased staff productivity by 60%—a significant accomplishment.”

#### **Additional benefits include:**

- 30% increase in registration accuracy
- 40% increase in front-end copay collections
- 30% fewer referral and pre-certification rejections
- Ability to process a greater volume of patient transactions
- More accurate billing system data

University of Alabama Health Services Foundation sees MPV Eligibility as a valuable tool for reducing administrative costs and improving efficiency. “Our staff is now able to process thousands of collections instead of hundreds, which has had a positive impact on our bottom line,” added Hare.

### ***University of Alabama Health Services Foundation realizes a 40% increase in front end co-pay collections***

*University of Alabama Health Services Foundation, March 2003 – October 2008*

### ***About MPV***

MPV helps medical groups to maximize practice revenue and meet the demands of healthcare consumers by combining technology and consultative services to fully automate eligibility verification; reduce patient write-offs; monitor payor contract compliance; recover underpayments and negotiate better contracts.