

## **Ontario Systems Profile Advance For Health Information Executives**

They say money talks. Perhaps that's why so many businesses that sell their goods or services on credit talk to Ontario Systems. The Muncie, Indiana, company is the market leader in receivables management software solutions, and has been since 1980.

Ontario provides innovative collections technologies to more than 500 clients and 55,000 users nationwide – all to the benefit of successful healthcare, collections and financial services firms. The firm's healthcare clients include a number of the nation's top 100 hospitals, and its third-party collection agency clients include nine of the top 10 firms in the industry.

It's not the path founders Wilbur Davis and Ronald Fauquher started down. The pair spent most of the 1970s programming mini and microcomputers to perform manufacturing tasks for the world's largest automaker. As microprocessor technologies emerged, though, so did Davis and Fauquher. The two started Ontario Systems and quickly built a small but distinguished customer base by providing clients with custom software services.

An early project presented them with the challenge of improving the information-intensive collection and accounts receivable function for a key client. It led to the creation and launch of Ontario's FACS product at the 1984 American Collectors Association convention. The rest, as they say, is history.

Today Ontario Systems' seamlessly integrated suite of receivables management software products is the most widely used in the debt-collection industry and has emerged as a market leader in the healthcare and financial services markets as well. Ontario products and services help clients with a large volume of accounts maintain relationships with their customers, train and manage their employees, and increase profits with savvy collections technologies.

The healthcare marketplace is a key focus for Ontario, whose contemporary revenue cycle management solution called Revenue Savvy is the industry's state of the art.

"With such a high volume of accounts and a literal maze of systemic roadblocks, the healthcare industry is an ideal market for our products," said Ontario Systems CEO Tony Reisz. "Revenue Savvy is a complete, robust and easy-to-use revenue cycle management solution that helps our healthcare clients improve both efficiency and collections. And that's bottom-line valuable."

Revenue Savvy helps hospitals identify problematic claims immediately, automate the claims that can be, and flag the rest for personal intervention. Keeping self-pay collections in-house increases collections, helps hospitals retain control of the patient relationship, and improves their public image. Revenue Savvy also helps administer charity write-offs and identify eligibility

for financial assistance. The system's self-pay collections, third-party insurance follow-up and agency management features ensure accounts are worked to each client's standards.

"Revenue Savvy is designed to 'bolt-on' rather than replace a provider's patient accounting system," said Jon Stevenson, Ontario's vice president of sales. "The system automates collection practices by managing account workflow and allowing account representatives to focus on payer and guarantor follow-up. It creates business rules and workflow strategies to manage activities such as correspondence, attempting contacts, and requesting skiptrace or credit bureau reports. As a result, our clients are able to identify trends before they become problems, reduce write-offs and days outstanding, optimize efficiency and productivity, increase cash collections and focus on patient care."

Research shows that as many as 50 percent of denied claims could be identified as problematic before the patient ever arrives at the hospital. Revenue Savvy helps reduce demographic and insurance errors by automatically contacting patients to validate critical information, confirm insurance coverage and pre-screen them for financial aid.

It can help gather treatment authorizations and pre-certifications as well, and alert account representatives when specific patients are set to be admitted, when verification work is not completed or when financial counseling may be warranted. It reduces scheduling errors too by reminding patients of their scheduled appointments and procedure instructions – all without human intervention.

Financial counselors and case managers get Revenue Savvy tools, too. Whether it is referring and authorizing medical procedures, apprising patients of their financial responsibilities, or working with patients to find financial aid, the system provides the functionality and options to facilitate continual workflow on every account.

At the heart of the system is Guaranteed Contacts, an inbound/outbound dialer designed to create a highly efficient and cost-effective method of contacting account holders. The system dramatically improves productivity by relieving account representatives of the dialing function and providing them with a steady flow of contacts. The dialer screens no-answers, answering machines and triple tones, providing only live contacts to hospital account reps so they deal only with the calls that can result in action.

And the system works. One client, a prominent regional healthcare system with a renowned biomedical research program, decreased avoidable losses by \$6.8 million and increased cash on hand by \$7.9 million in its first year alone with Revenue Savvy.

And since money talks, that's the kind of conversation healthcare organizations are happy to have.