

# USC KECK MEDICINE: IMPROVING SELF PAY CASH RESULTS

**Partnership Overview** Keck Medicine of University of Southern California (USC) made a strategic decision to focus on increasing their performance in the self pay area of their business. USC Care Medical Group, the physician faculty practice group at Keck Medicine of USC, recognized the opportunity to partner with a firm focused on self pay financial performance while still being attentive to the overall patient experience. After a comprehensive evaluation, USC selected MediRevv.

**MediRevv Advantage** For USC, it is paramount that the patient remains at the center of the care continuum. USC and MediRevv understand clearly that every patient's clinical experience and care must be world class, and that this exceptional experience must extend throughout the billing process. All patients have healthcare options, so it is business-critical that each interaction with every patient be a positive one. MediRevv's focus is to educate the patient on "why" they have a financial obligation. Our highly trained, experienced A/R specialists begin the process by explaining the patient's insurance EOB before moving on toward balance resolution through considerate financial counseling. This educational and patient-centric approach has contributed to improved financial performance and customer satisfaction at USC.

Another significantly positive aspect of the collaboration between these two organizations has been the customized approach to self pay programming—a true testimony to the balance of USC's solid policies and procedures and MediRevv's best practice program development. The end product is a well-received team approach that has allowed both organizations to be transparent to the community they are serving.

**Results** MediRevv and USC have improved average monthly cash performance by nearly **26.1% from \$625,000 to \$790,000. This equates to an approximate \$2,000,000 increase in self pay dollars collected annually.**

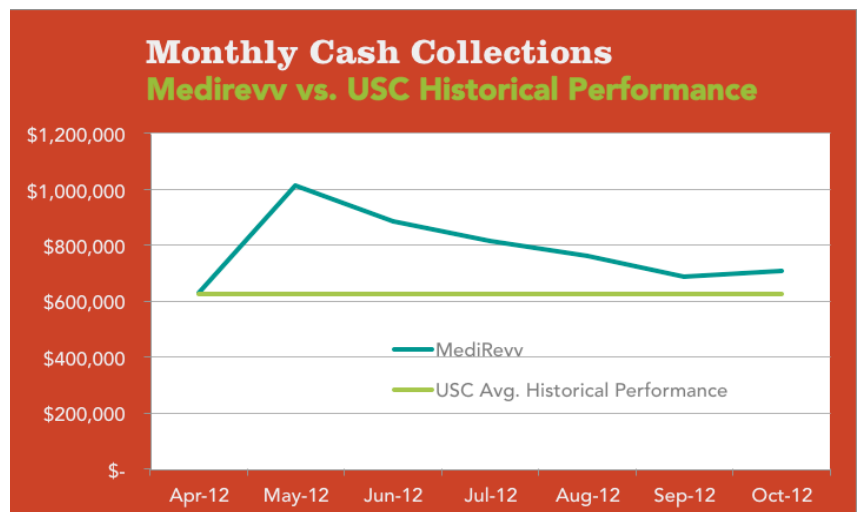
## Keck School of Medicine of USC

**USC Keck Medicine**, a major academic medical center in Los Angeles, CA, is a leader in innovative clinical care. USC Keck's 600 full time attending physicians serve patients throughout Southern California at six hospitals/specialty centers, 11 affiliated hospitals and 40 ambulatory care centers. With \$660M in hospital revenue and an additional \$140M generated through its faculty practice, USC Care Medical Group, USC Keck is wholly committed to making the patient experience exceptional, every time.



Keck Medical Center of USC has a strong tradition of providing world-class care to patients from throughout the region. When we evaluated vendors to assist in our self pay management programs it was critical that we chose one with values and interests similar to our organization.

**Keith Gran, Chief Executive Officer  
Keck School of Medicine of USC**



acerruti@medirevv.com 781.635.7678 www.medirevv.com

