



CASE STUDY

How American Senior Communities Captured Real-time Performance Metrics that Foster Strategic Relationships with Referring Providers & Coordinated Care



KEY TAKEAWAYS:

- ASC is able to access **real-time quality metrics** -- estimated care cost by payor, length of stay, and number of readmissions -- at any time.
- The health organization reduced their turnaround time for authorization to **21 hours**.
- ASC is able to easily pinpoint its best sources of referrals and use data-backed reports to **foster strategic relationships** with providers.

THE CHALLENGE

Like many other large healthcare organizations, ASC found themselves struggling with siloed processes, endless spreadsheets and manual, reactive reporting.

Each member of ASC's managed care team used Outlook to track all communications and transactions across 78 locations. This resulted in individual tracking records that other team members could not access. Additionally, all quality metrics and patient benefit verification and authorization workflows were manually tracked. The team did not have real-time insights into ASC's authorization turnaround time or length of stay. They had to manually pull dozens of reports that were often questioned for accuracy.

THE SOLUTION

ASC engaged with hc1.com to help the managed care team better communicate and track critical performance metrics. hc1.com's team led the health organization through a strategic program to define processes, streamline workflows and capture pertinent data. This information was captured within the hc1 platform, which replaced the need for one-off, reactive reporting and task management.

The ASC team is now able to access live dashboards and real-time analytics that in turn provide an instant pulse of ASC's overall performance. At the same time, care coordination teams can quickly identify issues standing in the way of patient wellness.

"We saw immediate value in the transparency hc1 brought to our team," said Angela Norris, R.N., Vice President of Contracting & Business Integration for American Senior Communities. "Having a healthcare-specific CRM equipped our team with the ability to proactively track and manage everything in one platform across multiple facilities, in turn becoming a strategic, value-focused partner to our referring providers."

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THE RESULTS

In 2016, the ASC team realized a turnaround time for authorization of 21 hours, which is 51 hours below the 72-hour benchmark. By leveraging hc1, the call center is now also able to administer background checks instead of each individual facility. This resulted in an average background check time of a mere 6 minutes, as opposed to the hour-long process that previously existed.

With hc1, ASC has achieved:

- A seamless flow of uniform information and collaboration among entities.
- The highest level of accuracy and efficiency, which fosters better patient care.
- An instant view into referral sources and the ability to send automated reports, such as length of stay, to nurses that manage ACO.
- Access to real-time performance metrics that foster strategic, data-backed partnerships with referring providers.

With the hc1 platform, ASC is keeping their team accountable and benchmarking their service through a single, cloud-based platform. This means their team can focus on fulfilling the organization's mission of delivering quality care to their residents.



ABOUT AMERICAN SENIOR COMMUNITIES

American Senior Communities is one of the nation's largest providers of senior living, rehabilitation, hospice, and skilled nursing services, employing over 10,000 employees across nearly 100 locations.

Mission

To compassionately serve each resident with quality care and excellence through health solutions that foster independence and self-esteem.

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