



CASE STUDY

How North Memorial Health Care Reduced Unreimbursed Testing by 50%



KEY TAKEAWAYS:

- NMRL achieved a **50%** reduction in high-cost unreimbursed test ordering by gaining a real-time view of physician ordering patterns
- The organization was able to generate a **127%** increase in Free T4 testing over Total T4 testing.
- At the same time, NRML leveraged **real-time insight** to better serve and retain clients – even saving a \$150k relationship from attrition

THE CHALLENGE

North Memorial Health Care is a Level 1 Trauma Care hospital located in Robbinsdale, MN. Given North Memorial Reference Laboratory's (NMRL) abundance of testing – it performs over 1.6 million annual tests across multiple subject areas, including molecular and cytology screenings – the organization realized it needed to rein in utilization in order to provide the highest level of patient care.

Their strategy revolved around achieving four main priorities:

- Population health management
- Patient quality and experience
- Internal operational efficiency and workflows
- Profitable growth

No stranger to an abundance of data, NMRL knew that at the heart of its utilization challenges, in addition to service needs, was the inability to unify and easily access information in order to drive informed decisions.

THE SOLUTION

North Memorial activated a healthcare-specific CRM solution with the goals of replacing data silos with real-time intelligence and arming staff with a framework for communication and collaboration. Within days, the healthcare CRM enabled North Memorial to identify exactly where to focus, drive the right actions, and build amazing client relationships. From lab operations to client services, this insight and visibility was instrumental in increasing client retention while also eliminating waste.

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“Having a central place for our team to communicate and collaborate removes any grey areas. Our people are 100% accountable to each other and, most importantly, to our clients,” says Bobbi Kochevar, Director of Diagnostic Services at NRML.

THE RESULTS

After a successful activation of the healthcare CRM solution, North Memorial began to truly tackle its utilization goals head-on. The lab leadership team rolled out a test utilization program, which quickly produced transformative, immediate results, including:

- Organized, enhanced communication between internal contacts and external clients
- Faster issue resolution and greater client satisfaction
- Greater visibility into client issues
- Proactive identification of trends to uncover more meaningful, actionable data
- Transparency into ordering patterns and benchmarks

As North Memorial continues to grow its test utilization program, other medical leaders have taken note of their status as an educational leader in the Midwest. Mayo Medical Laboratories, a division of Mayo Clinic (the world leader in healthcare education and research) is currently leading an initiative to assess current capabilities that are essential to understanding an organization's potential for developing utilization management initiatives. Mayo Medical Laboratories recognized North Memorial as a regional leader in utilization education. Together, the organizations are working to provide leadership and guidance to other laboratories on how to achieve operational efficiencies with test utilization.

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