



## ABOUT THE CLIENT

One of the nation's largest healthcare networks and one of New York's largest private employers.

## CLIENT CHALLENGE

In the midst of enormous growth driven primarily through acquisitions and expansions, our client was struggling to keep track of all of their patient accounts and because of this, was suffering from a higher-than-normal amount of bad debt write-offs with their Medicaid patients. The client knew they needed better insights from all of their new patient account data and needed to reengineer their collections process to lower the volume of write-offs. The client established aggressive goals to reduce their bad-debt write-offs related to unpaid patient bills to a goal of 3.5% from their current level of 4.4%.



By leveraging the data hub, Sutherland had better insight into the client's accounting data and began to re-evaluate the entire RCM process.



## THE SUTHERLAND TRANSFORMATION

Embracing digital transformation, Sutherland took a view of how to deploy digital technologies throughout the revenue cycle management (RCM) process and how to best apply analytics to improve the client's collection efforts. Sutherland began by moving all the patient data into smartHealthConnect™, our secure data hub. We combined years of the client's historical accounts receivables (A/R) records with years of Sutherland's operational data from working with the client. This data was then integrated with Sutherland's suite of analytics tools, giving our data scientists better insights into the client's accounting data, which helped kick off a complete re-evaluation of the client's end-to-end RCM operations.

## PARTNERSHIP RESULTS

With the insights gained through smartHealthConnect™ and our analytics tools, we created a brand new digital reporting system that started with eight interactive dashboards and included 25+ real-time metrics for the client. The reporting system also provided claims denial reports, which showed the client their latest denials activity and the distribution of denials across the client's different specialties. This allowed the client to track metrics in real-time and quickly act on the trends in their operations.

Sutherland improved the reporting and analysis of bad debt write-offs and improved the efficiency of collection efforts through analytics and machine learning algorithms. With these efforts in place, Sutherland proactively identified \$2.3 million worth of invoices that had a high likelihood of being written off as bad debt. To date, the client's bad debt percentage is at its lowest levels ever. Bad debt write-offs have reduced from 4.4% to 2.75%, well ahead of our client's original goal, compared to the same period in 2016.

**\$2.3 million**

of invoices identified  
as potential bad debt

**↘ 37.5%**

decrease in bad debt  
write-offs, from 4.4% to 2.75%

Analytics  
Digital Platforms  
Revenue Cycle Management

For more information on how we can help you transform your processes, visit us at [www.sutherlandglobal.com](http://www.sutherlandglobal.com), email us at [sales@sutherlandglobal.com](mailto:sales@sutherlandglobal.com), or call 1-800-388-4557 ext. 6123.

As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs thousands of professionals spanning 19 countries around the world.