



PRICE TRANSPARENCY

Client:

Door County Medical Center

Location:

Sturgeon Bay, Wisconsin

How TruBridge is helping clients meet an upcoming mandate, while generating more cash and improving patient outcomes

With a mission focused on being advocates for its community and patients, price transparency has been a welcome addition at Door County Medical Center. With a generous financial assistance policy, the Door County Medical financial team provides healthcare literacy services, which makes sure patients understand the details of their insurance coverage – including co-pays, deductibles, benefits, and any and all out-of-pocket costs.

According to Tiffany Huston, manager of Patient Financial Services at Door County, by combining patient education with TruBridge's Price Transparency Solution, they've seen a 30% increase in self pay collections.

"Even with COVID-19, we are experiencing record-breaking cash collections from our patients."

"The business office is no longer a dark room hidden in the back of the hospital basement. It's an important part of the patient experience and, thus, important to patient care."

-- Tiffany Huston, Door County Medical Center

Door County Medical has been using our price transparency solution for nearly three years. Already compliant for the January 1, 2021 price transparency mandate, Huston is sharing the hospital's story so other hospitals can see the impact price transparency can have on the patient experience and overall wellbeing, as well as the hospital's financial health.

“The financial experience is so important to the patient experience,” says Huston. “You simply must have both. If a patient is stressed about how to read their bill or their ability to pay, they could have a compromised healing process. If we can take that worry away, they’ll get better results.”

“When a patient knows the price of their service and their liability, they are 60% more likely to pay in full within the first 6 months.”

-- Tiffany Huston, Door County Medical Center

“Our formula at Door County is to implement professionalism, education and technology to collect as much money as we can from patients who can afford it. Because we’ve been so successful in educating our patients, which has led to a record-breaking cash collection from our patients who can pay, we can afford a generous budget to assist those patients who are unable to pay. It’s a win-win for our entire community. Without TruBridge, we would be missing the technology component of our formula, which would surely compromise our cash collections and our financial assistance budget.”

The upcoming hospital price transparency rule is intended to allow consumers — ie, patients — to compare standard charges of shoppable items and services across hospitals, which, in theory, will bolster competition, thus lowering costs and improving quality.

TruBridge’s EHR-agnostic price transparency solution gives patients the ability to shop for services based on price, supporting a more patient-driven healthcare system. It also enables hospitals of all sizes to meet the upcoming CMS mandate.

The solution is made up of three RCM modules: Patient Liability Estimator (PLE), Eligibility Verification, and Remittance Management (which runs behind the scenes). Collectively, they allow patients to enter their insurance information to generate and print patient-friendly, facility-specific estimates.

To learn more about how TruBridge can help your hospital achieve compliance and improve patient care, visit trubridge.com/pricetransparency.

TruBridge Price Transparency Solution

TruBridge offers an EHR-agnostic price transparency solution that is proven, easy to implement and makes price comparison and liability estimates user friendly for your patients.

