

# Automate and Improve Healthcare Credit Balance Management

# September 2020

# Agenda

# Today's Agenda

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- Introductions
- Crowe's Credit Balance Management Solutions
- Effective Strategies for Balancing Compliance Requirements
- Assessing your Credit and Patient Accounting System(s) – Automation Opportunities
- Client Testimonial
- Q & A

# Introductions

# Introductions

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**Alex Boone**  
Consulting Manager

Alex is a Manager within Crowe's Healthcare Credit Balance Management Group and is based out of the Indianapolis office. Alex has over 6 years of consulting experience in the revenue cycle space.

Alex has spent the last few years focusing on automation with clients. Developing an understanding of how multiple patient accounting systems work and making recommendations to clients an internal Crowe developers on how to maximize efficiency in the space.



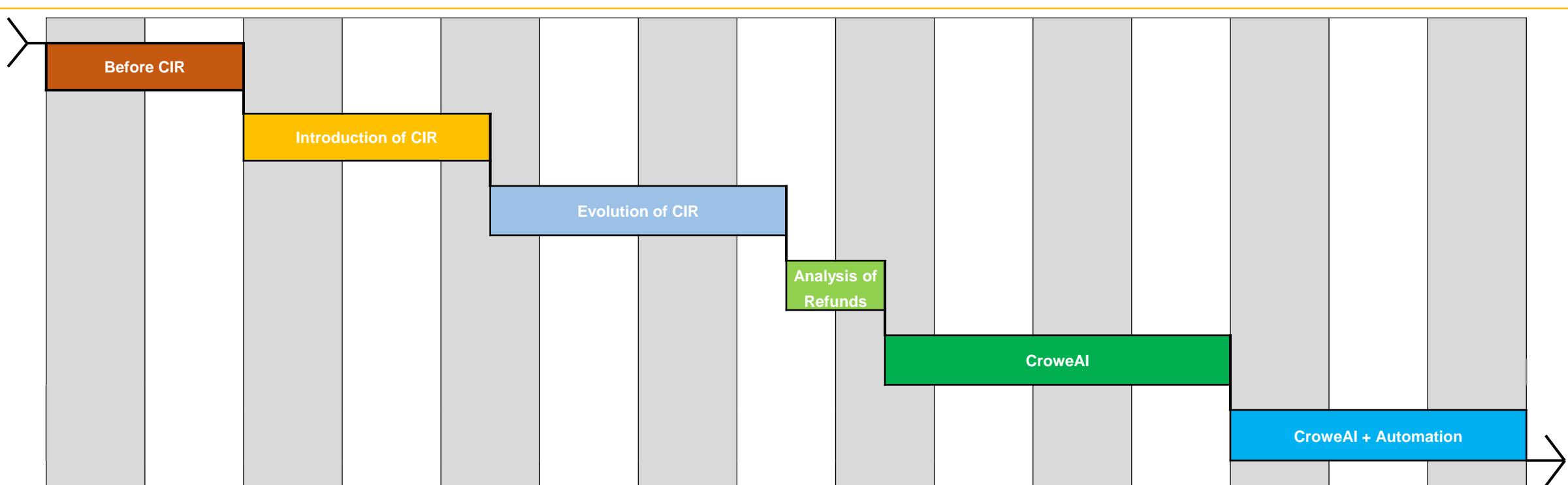
**Chad Oakley**  
Consulting Manager

Chad is a Manager within Crowe's Healthcare Credit Balance Management Group and is based out of the Indianapolis office. Chad serves on the leadership team for suite of solutions including Credit Income Recovery, Exceptions Resolution, and Unclaimed Property.

Chad has 15 years of healthcare, consulting and payor experience with an emphasis in credit balance analysis, patient accounting, account reconciliation and unclaimed property analyses.

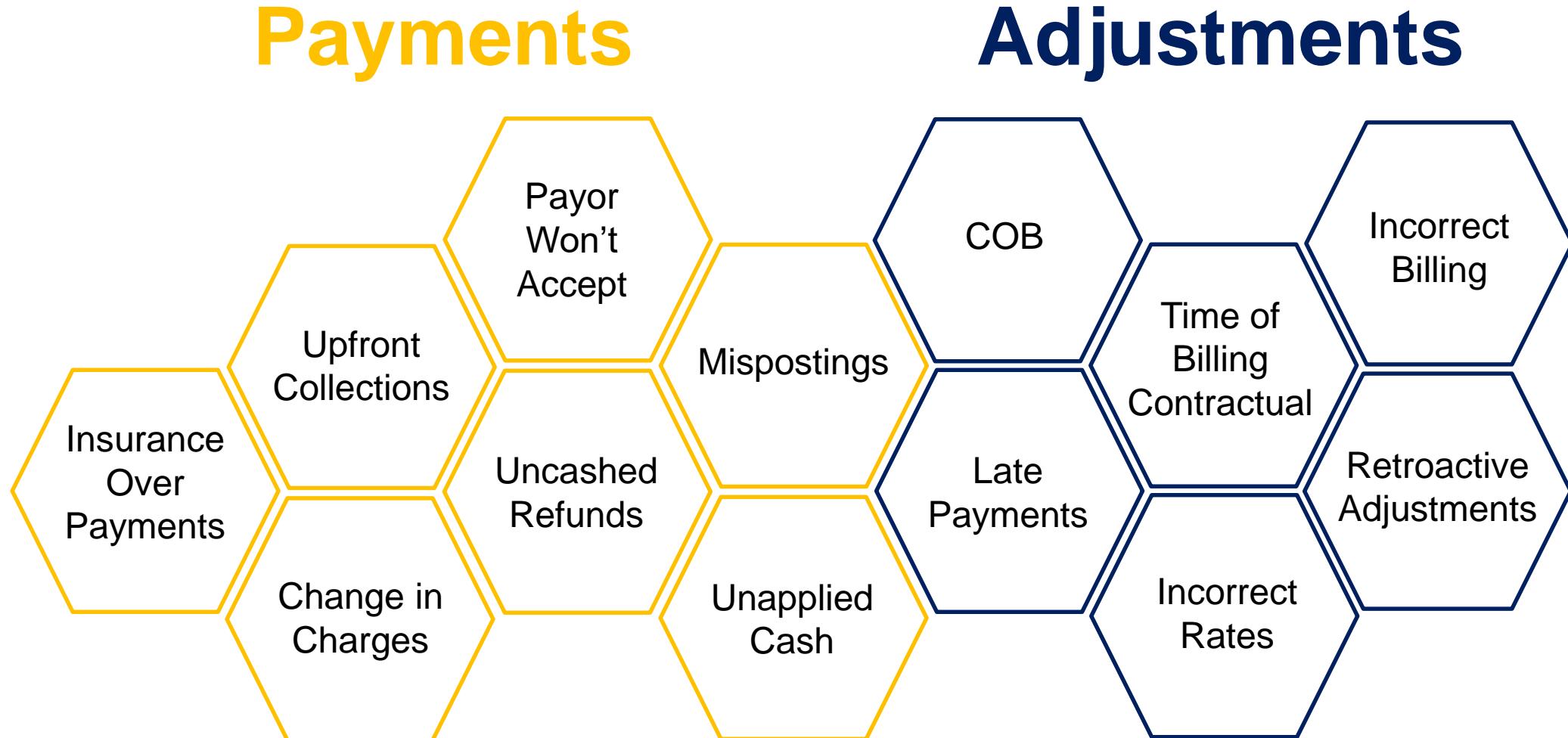
# Crowe's Credit Balance Management Solutions

# History of Crowe's Credit Balance Resolution Services



2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
1. Manual analysis		1. Initial focus on identification of credit balance and unclaimed property exemptions		1. Evolution of "transaction crawler" to include 150 themes on transactions		1. Review current accounts		1. Machine learning on full data sets before rules		1. Automated results posting back into patient accounting system				
2. Credit balance vendors working for insurance companies		2. Creation of rules based upon transactions (4-5 rules)		2. Incorporation of adjustment errors into results		2. System wind-down analysis		2. Apply rules on remaining data sets		2. Resolving credits at bucket level				
3. No exemption analysis, compliance, or unclaimed property integration		3. Unclaimed property compliance		3. Enhanced exemption analysis		3. Preliminary machine learning based upon historical accounts		3. Expand data to multiple record sets		3. Automation options for HB and PB based systems				
4. Two categories of segmentation (payor, amount)														

# Causes of Credit Balances



# Risks of Not Managing Credit Balances

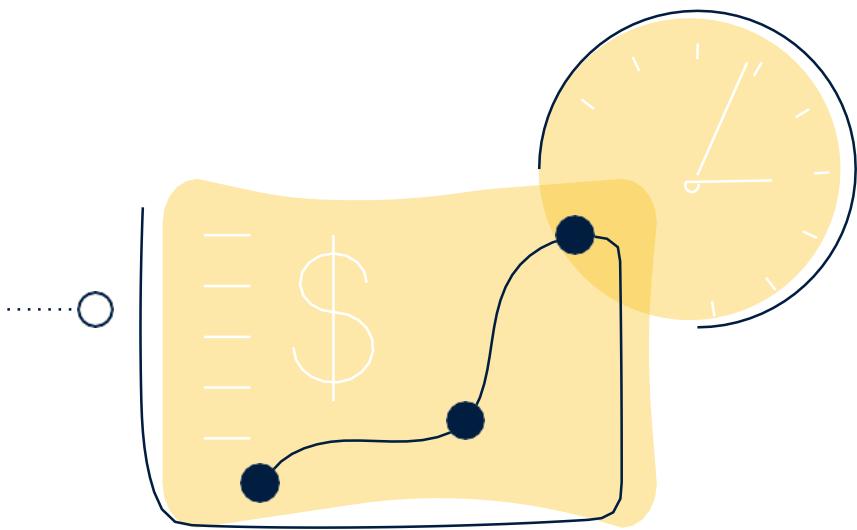
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# Credit Income Recovery

*Financial improvement through hidden opportunities stashed away in credit balances*

- Identification of statutory exemptions*
- Pinpointing “false credits” resulting from accounting errors*
- Avoidance of unnecessary refunds*



**20-30% of credits reversed as a benefit entry to the Company**

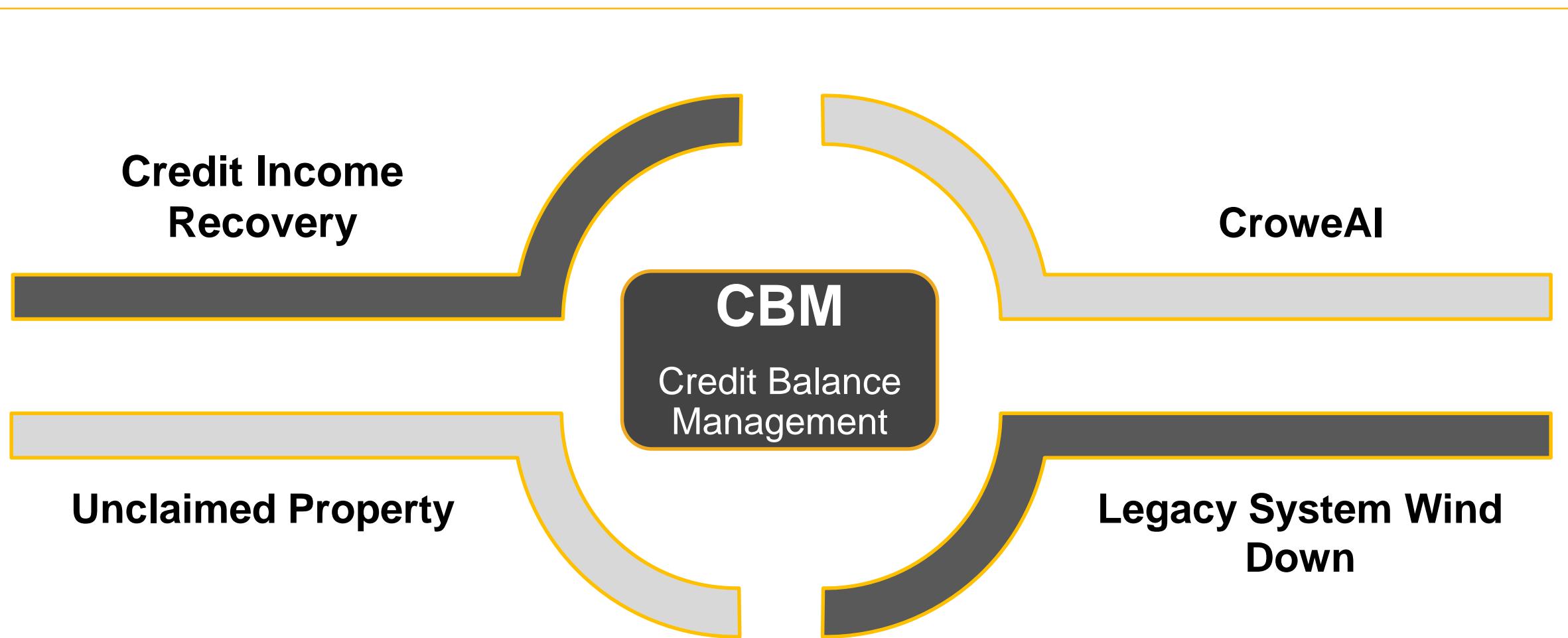
# Old Way: Data Analytics Algorithms and Logic Based Themes

Account Number	Posting Date ID	Transaction Description	Transaction Type	Transaction Amount	Account Balance	Total Charges
*****4941	12/14/2013	SELF PAY PAYMENT	PAYMENT	(19.34)	(19.34)	1,008.50
*****4941	1/2/2014	AETNA TRSCARE PAYMENT	PAYMENT	(506.91)	(19.34)	1,008.50
*****4941	1/2/2014	AETNA TRSCARE ADJ	CONTRACTUAL	(501.59)	(19.34)	1,008.50

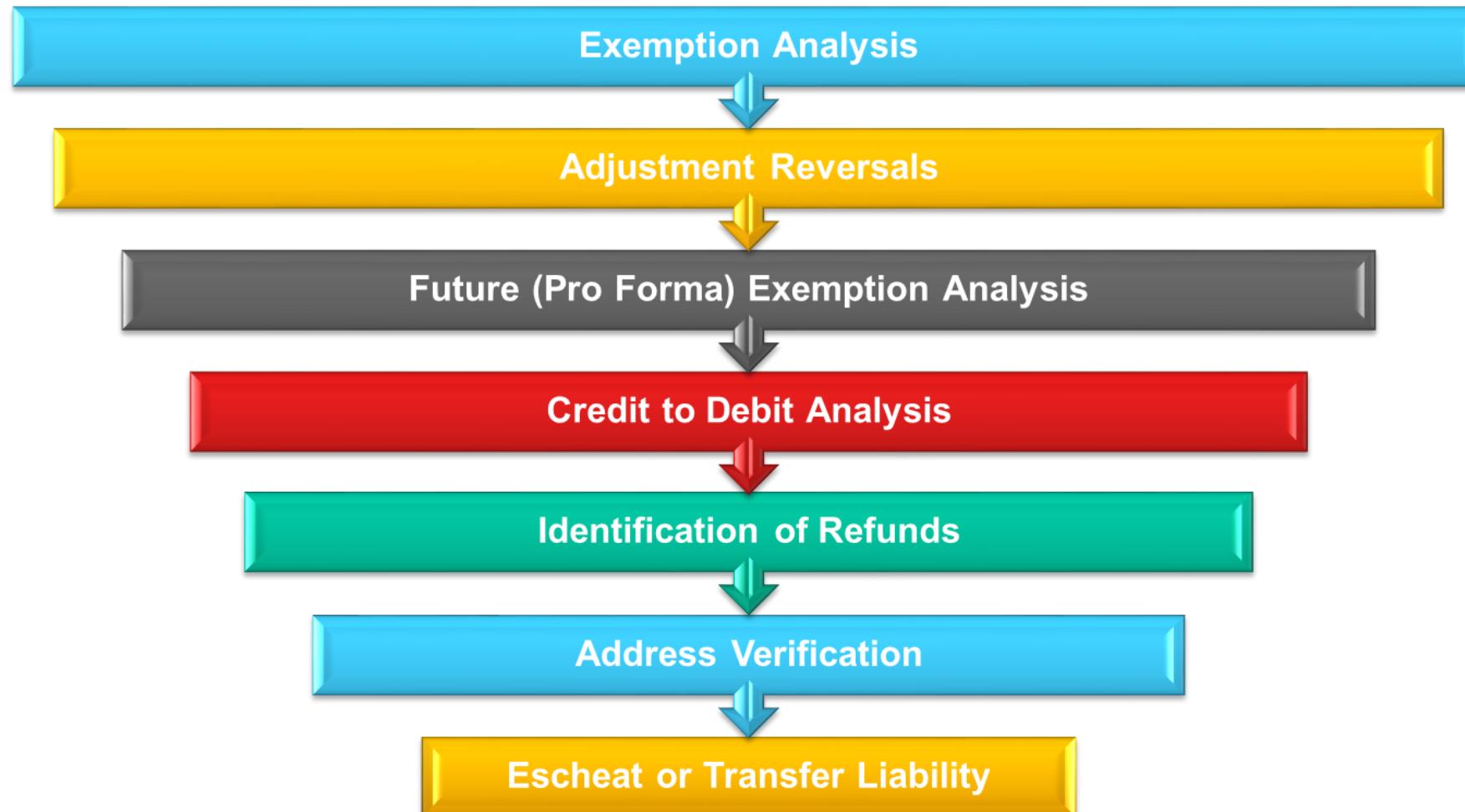
Account Number	Claim Status	Claim ID	Remit Dat	Total Charges	Total Payment	Total Cont	Total Denial	PR
*****4941	1 – Process as Primary	116453900	12/24/2013	1,008.50	506.91	501.59	-	-

4 Check for open debit balance for same patient...

- Open debit – transfer patient dollars
- No open debit – send to A/P for refund



# Credit Balance Population Workflow



# Effective Strategies for Balancing Compliance Requirements

- We strive for nothing less than a trusted relationship in which Crowe provides value through deep specialization and technology-driven solutions.
- Capabilities of streamlining your unclaimed property environment through catered solutions



**Compliance Outsourcing**

- State filing and remittance
- NAUPA file formatting
- Due diligence mailing and response handling
  - Crowe's electronic due diligence platform
  - Centralized process handled by full-time Crowe professionals
- Dormancy calculation
- Data collection and cleansing
- Exemption analysis
- State statute and requirements monitoring

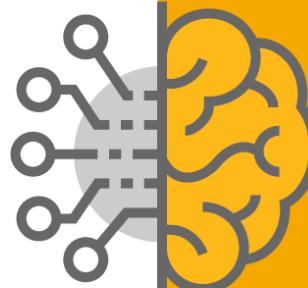
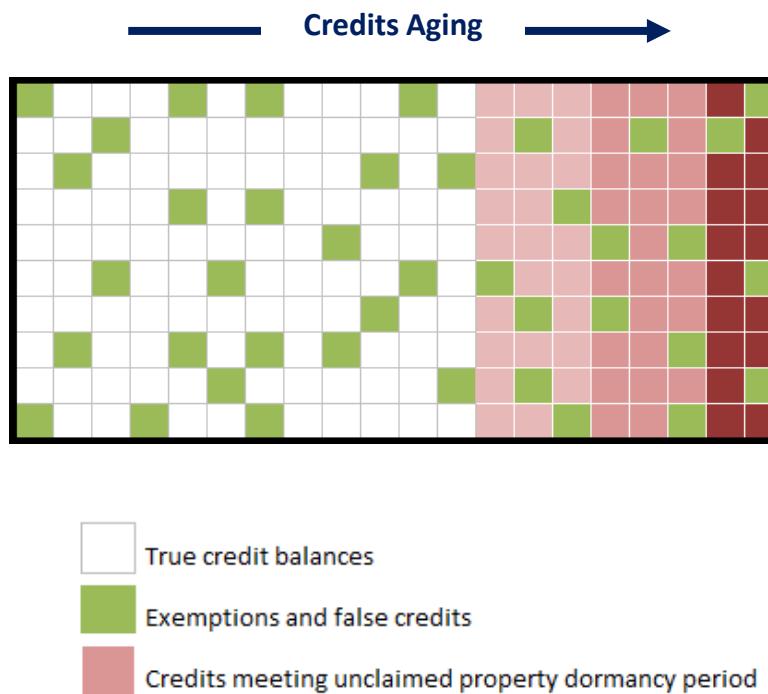
**Consulting**

- Audit defense
  - Auditor and state correspondence
  - Position client strategically – minimize impact
- Negotiate and challenge auditor assessment
- Secure indemnification and closure documents
- Voluntary Disclosure Agreement
- Policies & procedures
- Environmental review and exposure quantification
  - Exemption analysis
- Unclaimed property training

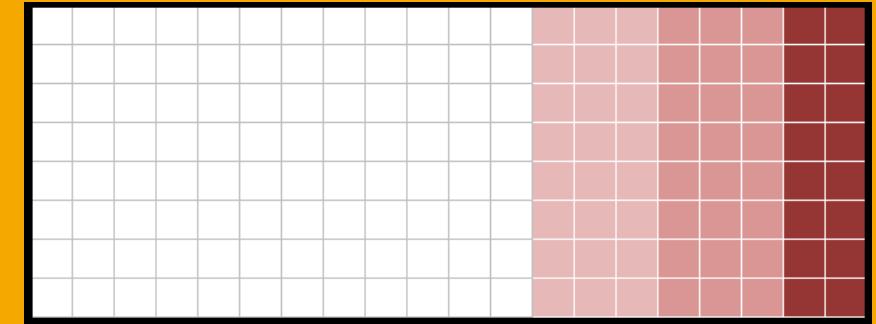
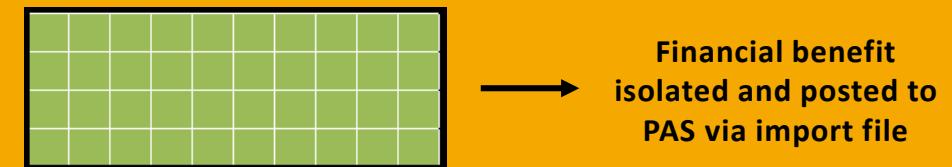
**Asset Recovery**

- Develop and organize claim packets
  - Provide to Client for signature and submission
- Monitor claim submission status
- State correspondence
- Access to Crowe Asset Recovery Database
  - Hundreds of unclaimed property sources
- Advanced search technology
  - Maximize return to Client
  - Name variations and address search
- Immediate and long-term value

# How it Works.



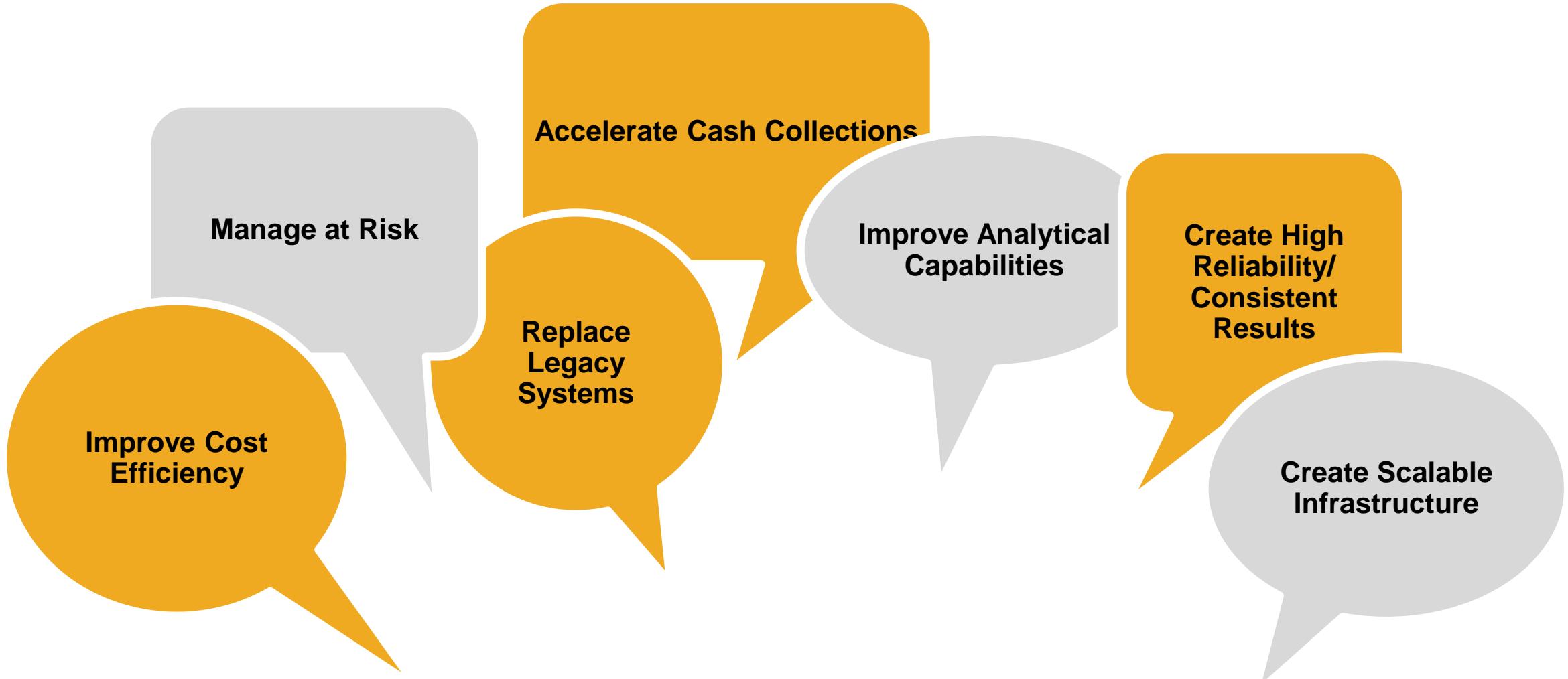
**Systematic segregation of credit balance opportunities.**



# Assessing your Credit and Patient Accounting System(s) – Automation Opportunities

# Pressure for Automation: What Our Clients are Saying?

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# Standard Workflow

FLEX NUMBER OF EMPLOYEES  
TO MEET VOLUME DEMANDS

15 minutes per account

- Manual Processes
- Delay in Identification Causing Cash Flow Impact
- Patient Experience Impacted
- Unnecessary Refunding of Statutory Exemptions



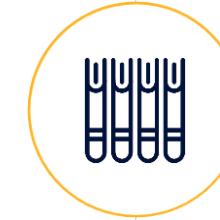
IDENTIFICATION



ANALYSIS

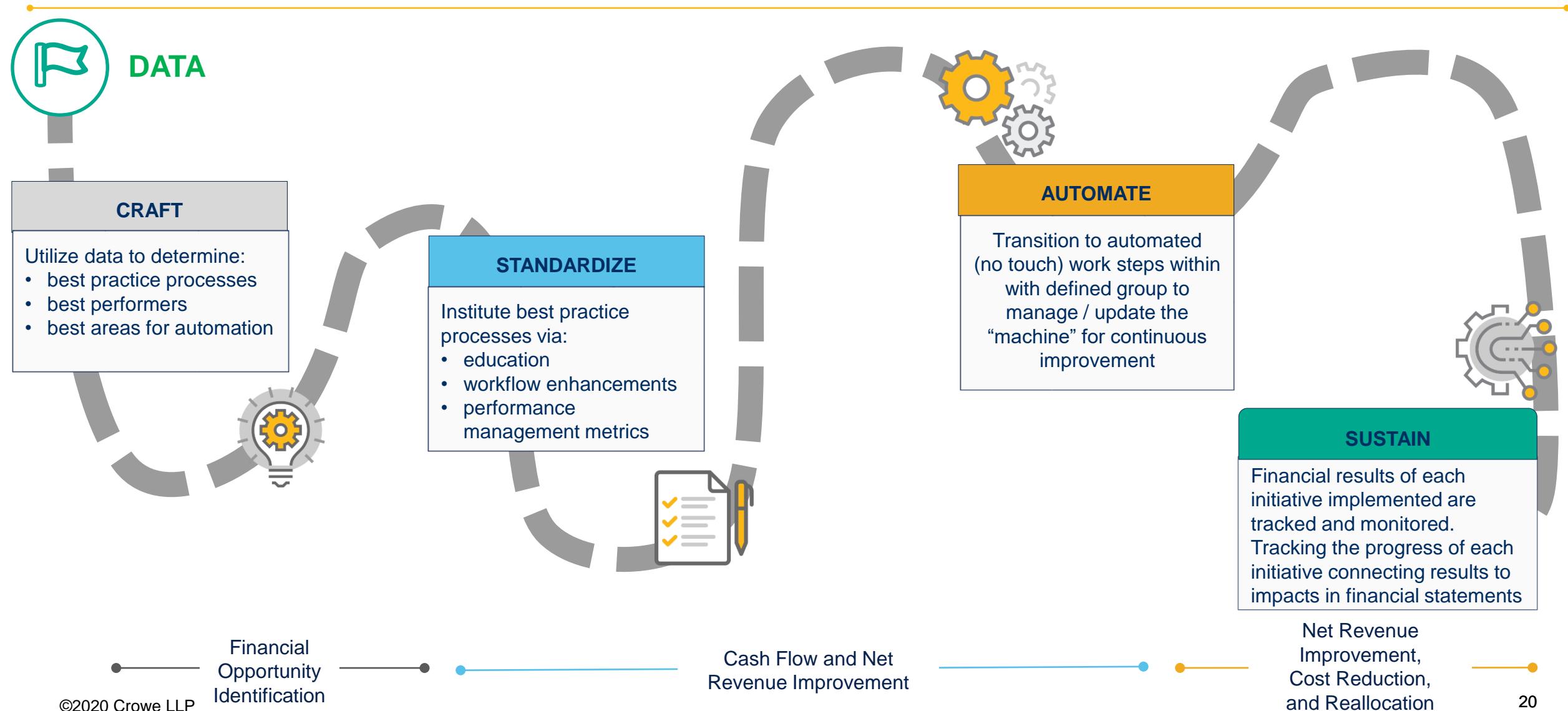


PROCESSING



COLLECTION

# Journey to Automation



# System Integration



CroweAI  
Processing



QA Audit



Automated  
Workflow  
Integration



Populate Worklists  
for Automated Actions



Electronic Interfaces  
or Web Service Calls

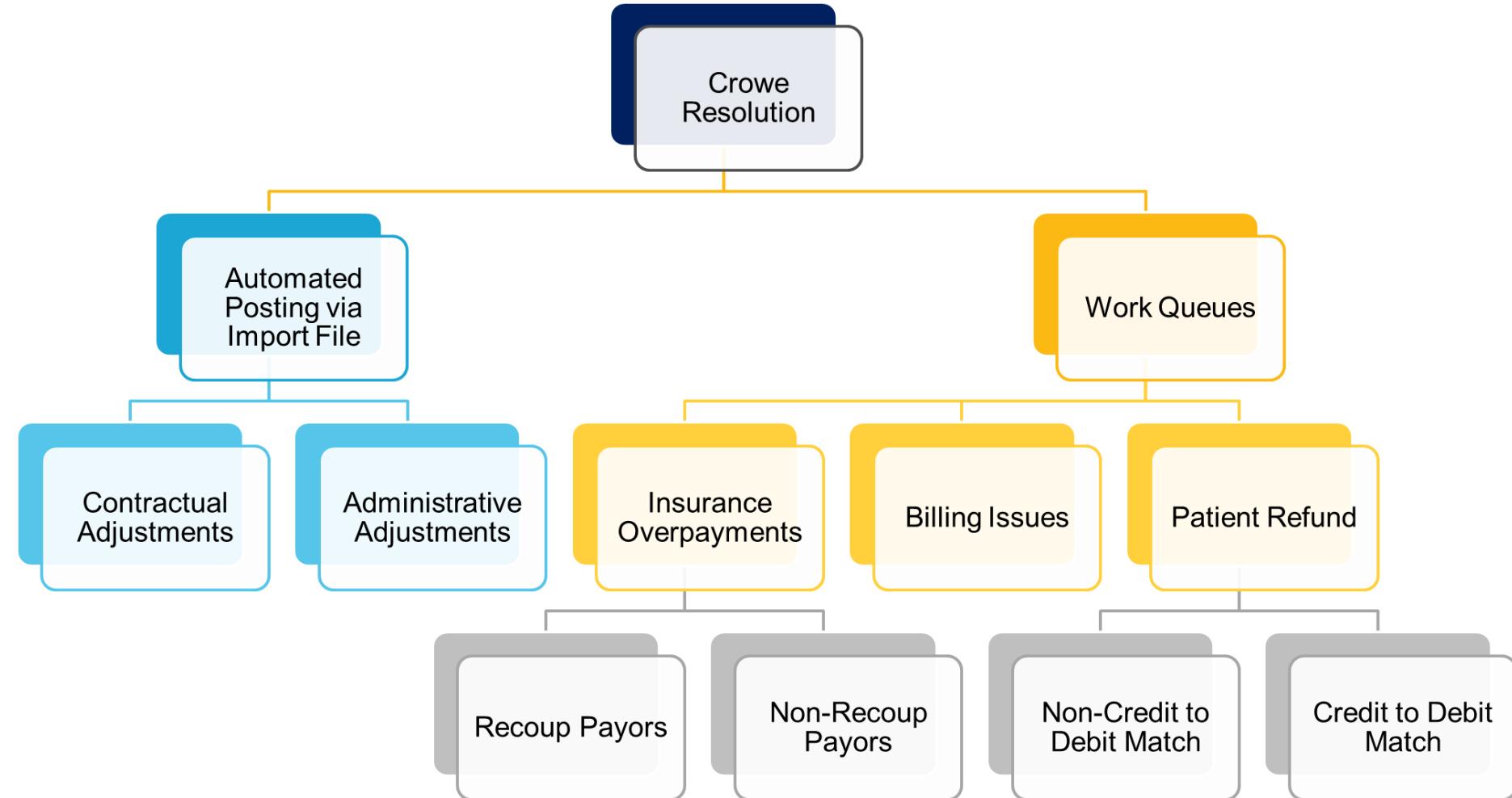


Requested  
File Format

Crowe will partner with the client to determine the best path for automated workflow integration.

# Credit Balance Automation

- **High confidence adjustment resolutions** get pushed into the patient account system, post a transaction via an import file that zero's the account out
- **True commercial insurance overpayments** flow resolutions into a work queue. Set up the work queue to turn credit balances into income by allowing us to track any identified insurance overpayment until they reach the credit balance statute recoupment period.
- The **other refund types** (patient and government dollars) create separate “intelligent” work queue where the staff resolve, and provide machine learning models with more intelligence for higher confidence



# Client Testimonial

Katie Wisnousky, CRCS-I  
Director SBO



**UnityPoint Health**

# Audience Q & A

# Smart decisions. Lasting value.

For more information,  
please contact:

Alex Boone  
+1 (615) 515-3806  
[Alex.Boone@crowe.com](mailto:Alex.Boone@crowe.com)

Chad Oakley  
+1 (317) 706-2678  
[Chad.Oakley@crowe.com](mailto:Chad.Oakley@crowe.com)