

Empowering Patient Access:

LEVERAGING REVENUE INTEGRITY
FOR FINANCIAL SUSTAINABILITY



Agenda

- Who is Cottage Health
- Learning Objects
- Organization Structure for Revenue Cycle and Revenue Integrity
- Setting the Foundation
- How to Leverage Data and Analytics
- The Importance to Coding and Billing
- Tying it All Together

OUR MISSION

To provide superior health care for and improve the health of our communities through a commitment to our core values of excellence, integrity, and compassion.



COTTAGE HEALTH

Santa Barbara Cottage Hospital

including Cottage Children's Medical Center, Cottage Rehabilitation Hospital and Cottage Residential Center

Goleta Valley Cottage Hospital

and Goleta Valley Medical Building, including Grotenhuis Pediatric Clinics

Santa Ynez Valley Cottage Hospital

Cottage Residential Center

for chemical dependency treatment

Pacific Diagnostic Laboratories

Cottage Urgent Care

Cottage Virtual Care

Cottage Primary Care



Cottage Health

2023 Top Performing Revenue Cycle



Cottage Center for Population Health

Cottage Health Research Institute

COTTAGE QUICK FACTS (2023)



Level I

Trauma
Center



10,000+

Telehealth
Visits



3,725

Employees
(Full-Time Equivalent)



1,886

Babies Delivered



100

Local Doctors Trained
by Cottage Health



700+

Physicians
on Staff



19,213

Patients Admitted



15

Urgent Care
Centers



450+

Volunteers



4

Residency Programs



55

Specialties



85,711

Emergency
Department visits

Learning Objectives



Objective 01

Revenue Integrity is not one size fits all



Objective 02

The importance of strong RCM for a successful PA Team



Objective 03

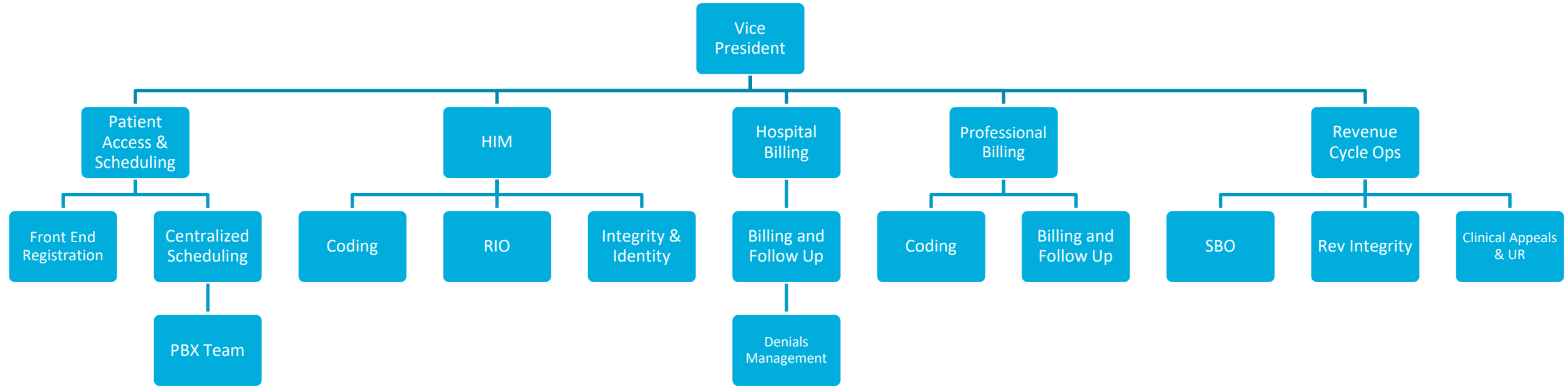
The need for robust collaboration, data analytics, and workflows for success



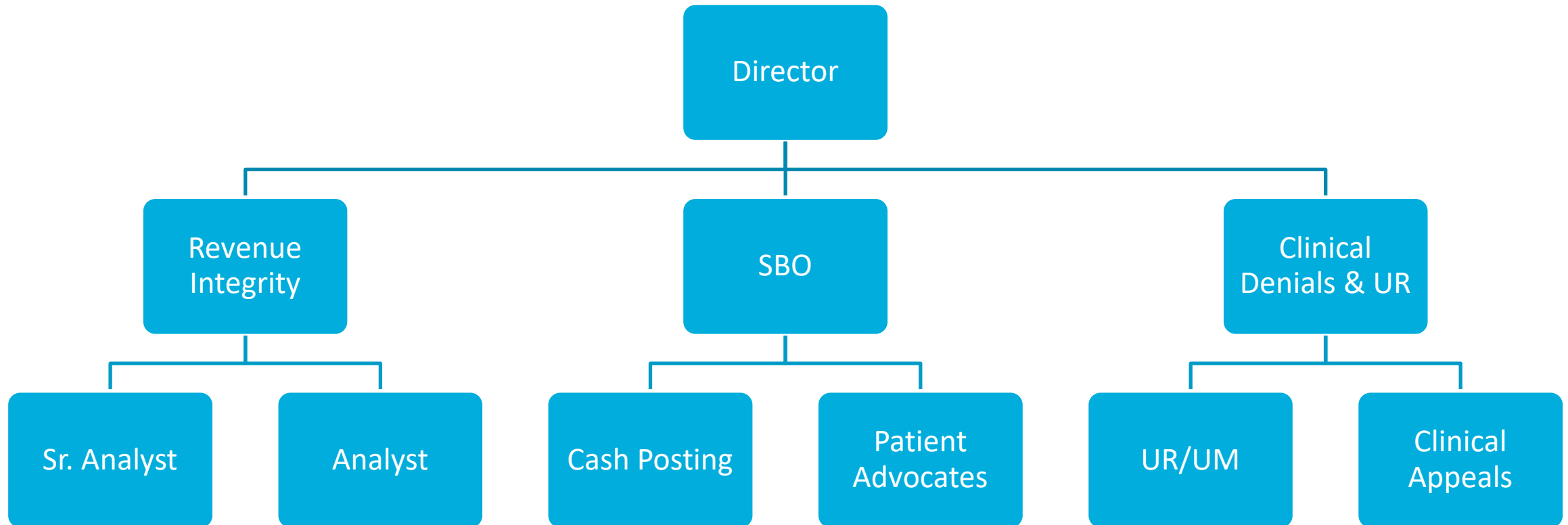
Objective 04

Tying it all together with Patient Estimates

Cottage Health Revenue Cycle Organizational Structure



Cottage Health Revenue Integrity Organizational Structure



What is Revenue Integrity?

CHARGE CAPTURE

- ✓ Accurately capturing all billable services provided to patients
- ✓ Validating all services performed are documented

CODING COMPLIANCE AND BILLING ACCURACY

- ✓ Compliant assignment of CPTS/HCPCS to CDMs

DOCUMENTATION IMPROVEMENT

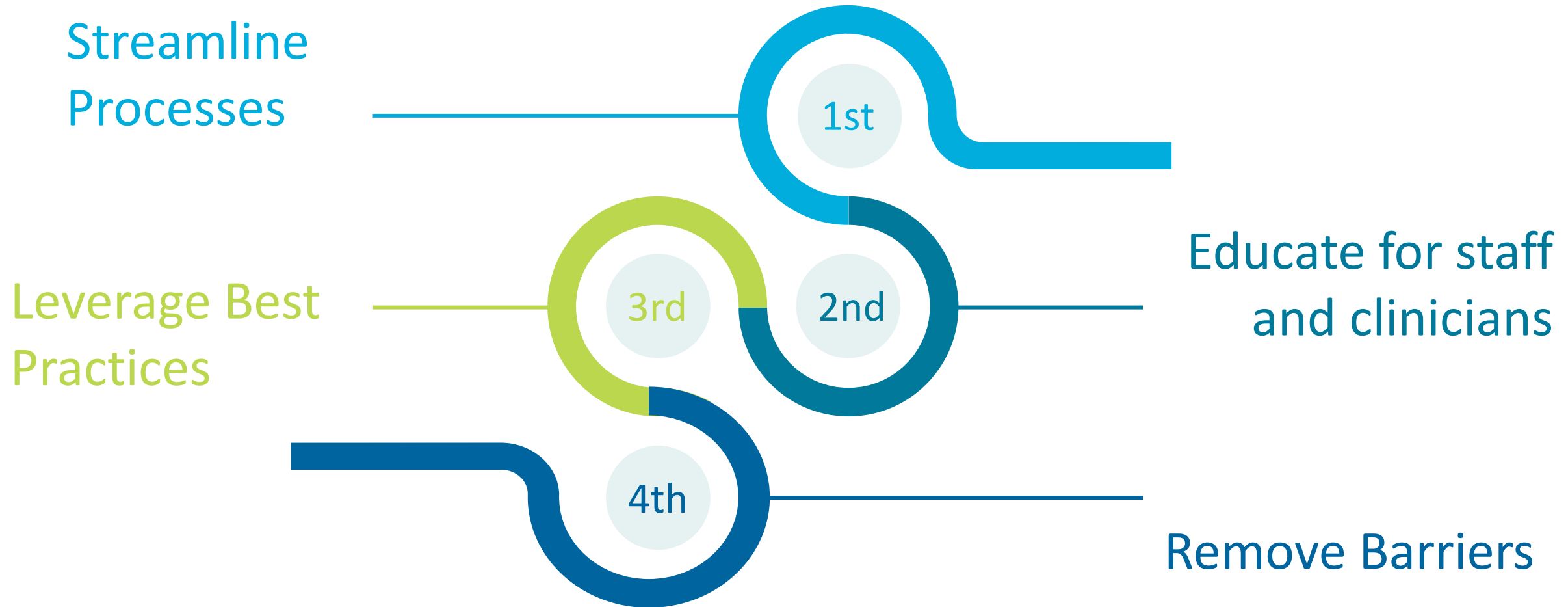
- ✓ Ensuring providers accurately and completely document services rendered

AUDITING AND MONITORING

- ✓ Conducting regular audits on billing, coding, and documentation

Ensuring **COMPLIANCE** with regulations for billing and reimbursement

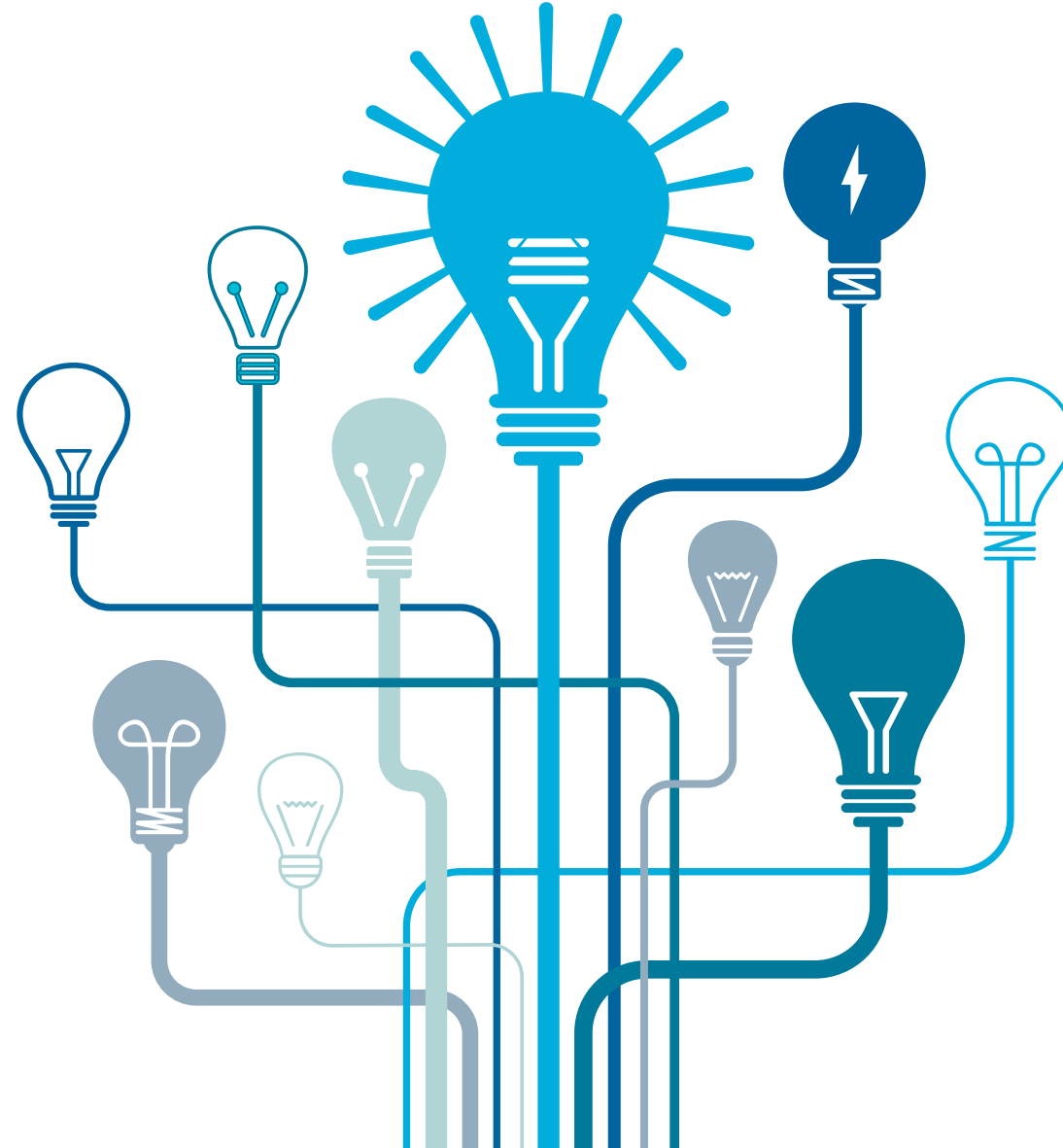
Setting the Foundation



Revenue Integrity is the Compliance Foundation

Revenue Integrity is your gateway to compliance.

Revenue Integrity is familiar with payer policies and procedures.



Key compliance areas are coding, documentation standards, billing regulations

Mitigation plans should include audits, education, reviews, and process documentation



Support Through Data and Analytics

Performance Monitoring

Trends, patterns,
new rules and regulations

Identification of Improvements

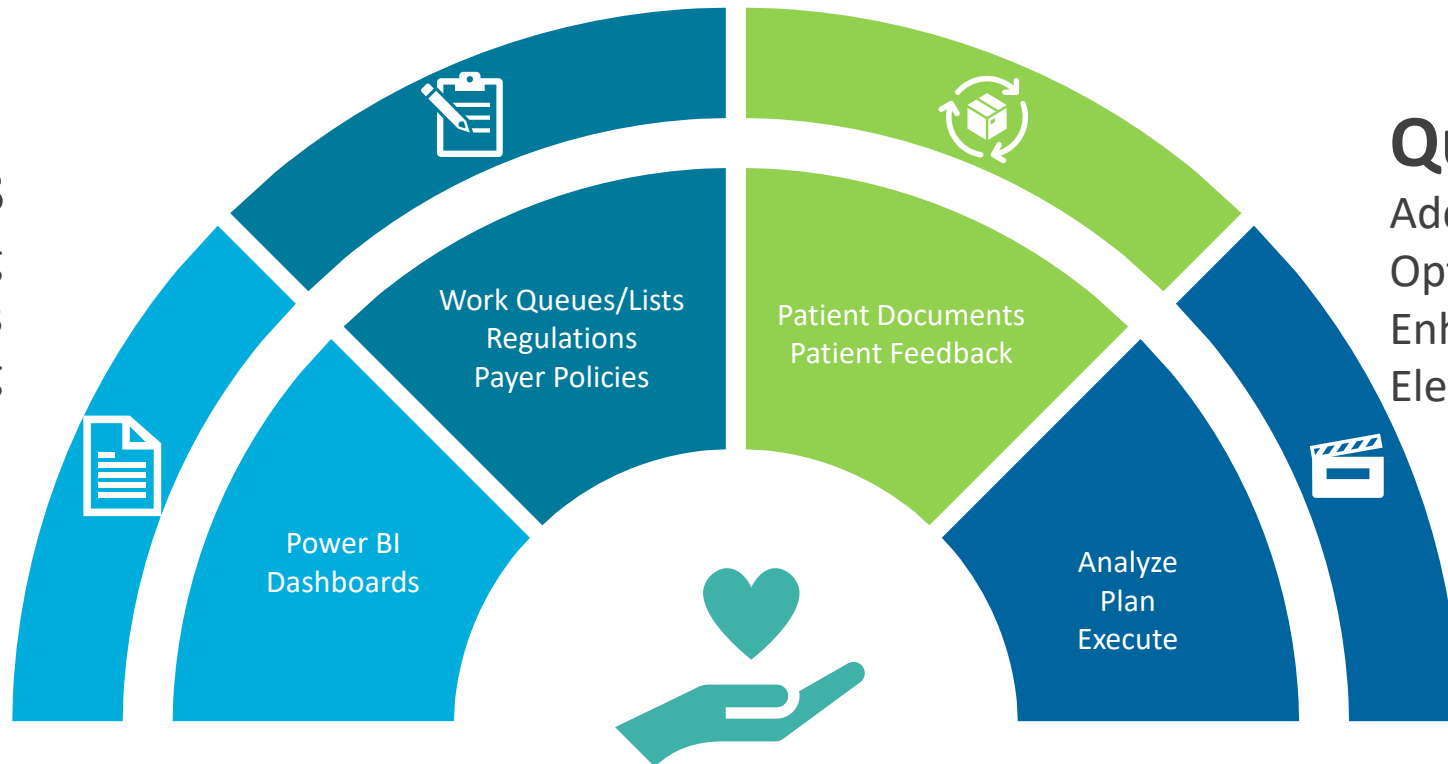
What is impacting the patient experience and
financial performance.

Data Analytics

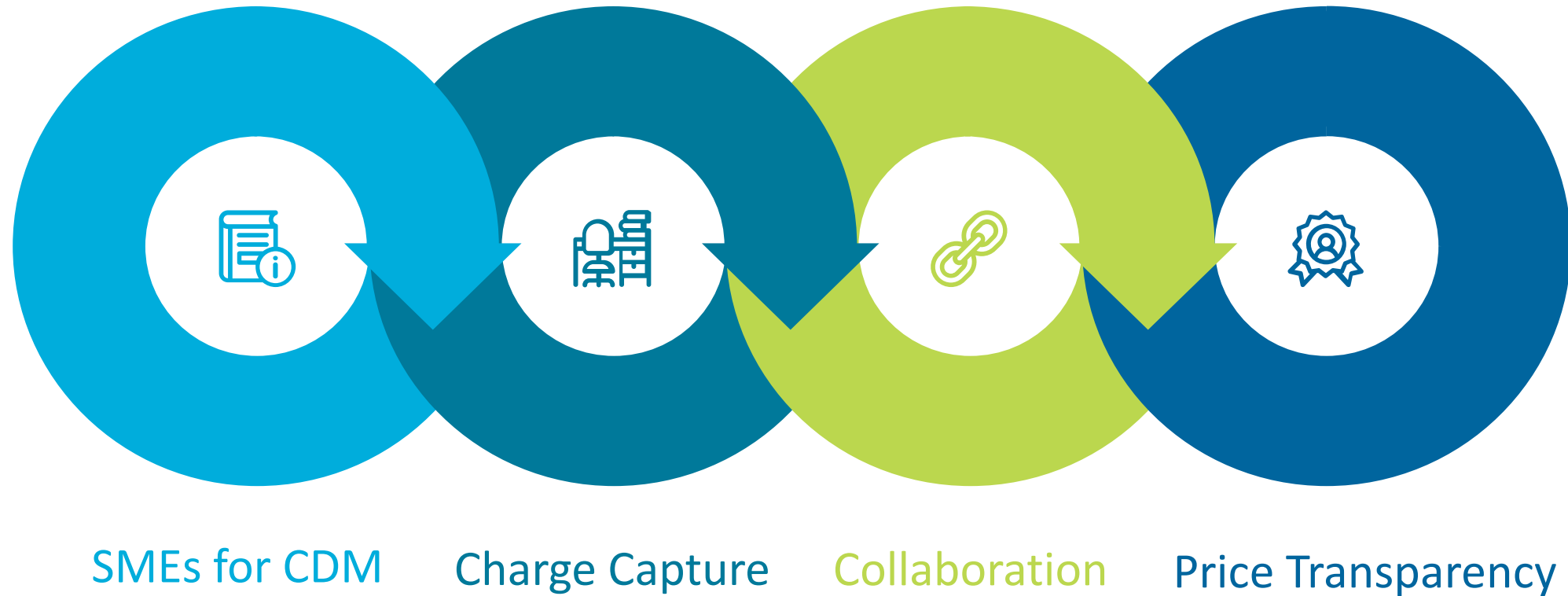
Reporting
Work Queues
Auditing

Quick Call to Action

Address Issues
Optimize processes
Enhance financial improvements
Elevate the patient experience



Ensuring Accurate Coding and Billing





Ensuring Accurate Coding and Billing

ESTIMATES

Price Transparency & Patient Estimates

- All estimate templates are categorized
- You can search a service by category, keywords or CPT code

Patient Estimates

What service would you like?

Search by keyword or CPT® code

Categories

| | | |
|-------------------------|-----------------------------------|--|
| Cardiovascular Services | Children's Services | Eye Center |
| Inpatient | Mental Health Services | Non-Invasive Vascular Diagnostic Studies |
| Outpatient Services | Outpatient Surgery | Psychiatric Services |
| Psychotherapy | Radiology Outpatient Radiology | Therapy Services |
| Women's Services | Wound Care | |

Price Transparency & Patient Estimates

Services within a Category

| Categories | Radiology |
|--|--|
| 32 results for category "Radiology" | |
| <p>Abdomen and Pelvis CT - With Contrast CPT® 74177</p> <p>Outpatient Computed tomography (CT) abdomen and pelvis scan, with contrast</p> <p>Category: Radiology</p> | <p>Abdomen Ultrasound CPT® 76700</p> <p>Outpatient - uses sound waves to produce pictures of the structures and organs in the abdomen.</p> <p>Category: Radiology</p> |
| <p>Abdomen Ultrasound - Pregnancy CPT® 76805</p> <p>Outpatient - Uses sound waves to produce pictures of the pregnant uterus (greater or equal to 14 weeks).</p> <p>Category: Radiology</p> | <p>Brain CT - Without Contrast CPT® 70450</p> <p>Outpatient Computed tomography (CT) head scan, without contrast</p> <p>Category: Radiology</p> |
| <p>Brain MRI - With and Without Contrast CPT® 70553</p> <p>Outpatient Magnetic resonance imaging (MRI) brain scan, with or without contrast</p> <p>Category: Radiology</p> | <p>Brain MRI - Without Contrast CPT® 70551</p> <p>Outpatient magnetic resonance imaging (MRI) brain scan, with contrast</p> <p>Category: Radiology</p> |

Price Transparency & Patient Estimates

I have selected 1-2 views as my order also indicates the CPT code of 73560

My knee x-ray estimate is now complete.

Estimate for X-Ray - Knee - 1/2 Views



This is an estimate for the cost of services at Cottage Health and is not a guarantee. If you would like to speak with a representative regarding this estimate, please contact us at 805-879-8909 or email CottageEstimates@sbch.org. *The below reference number will be needed in order to locate your estimate.* Please print a copy of this estimate for your records.

Your Estimated Out-of-Pocket Cost

\$116

Reference #127

| | |
|------------|-------|
| Subtotal ⓘ | \$166 |
| Discount ⓘ | -\$50 |

Details

| | |
|--|--------------|
| Total Fees ⓘ | \$166 |
| Hospital Fees | \$166 |
| Discount (30%) ⓘ | -\$50 |
| Your Estimated Out-of-Pocket Cost ⓘ | \$116 |

Price Transparency and Patient Financial Experience

Delightful, Unique, Customized

PATIENT EXPERIENCE



Thank you!

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Appendix



Hospitals



Urgent Care Centers



Pacific Diagnostic Laboratories



Specialty Services

