



CASE STUDY

Alabama Hospital Doubles Point-of-Service Collections

How one hospital boosted annual revenue and improved patient satisfaction with MDsave





About

South Baldwin Regional Medical Center (SBRMC), a Community Health Systems facility, is an acute care hospital in Foley, Alabama. With over 1,000 employees and a network of medical clinics serving greater coastal Alabama, this health system offers inpatient, outpatient, emergency, diagnostic, and surgical care, clocking nearly 350,000 patient encounters annually.



1,000+
employees



350K
annual patient encounters

SERVICES

Inpatient
Outpatient
Emergency
Diagnostic
Surgical Care



The Challenge

SBRMC faced unique challenges when addressing the needs of their cash-pay patient population. They recognized the difficulty their cash-pay patients had in understanding and being able to pay for medical procedures.

However, the facility needed to significantly decrease the amount of time it took to collect reimbursement for the medical services they provided. Additionally, SBRMC was struggling to find a successful point-of-service collection strategy. And this gap in revenue cycle collections only added to the hospital's back-office end work while simultaneously depressing their cash-pay revenue.



Colonoscopy
\$2,571

Included services

- ✓ Facility
- ✓ Physician
- ✓ Pathologist
- ✓ Anesthesiologist

Add to Cart





The Solution

In April 2019, SBRMC signed a contract with MDsave as a result of a corporate program that all Community Health Systems facilities received—and SBRMC saw MDsave as an opportunity to improve their overall collections process for their cash-pay patients.

Since then, MDsave has supported SBRMC patient-facing staff to improve the customer service experience and empowered them to leverage MDsave as a tool for transparently priced, bundled healthcare—and the outcomes have benefited the facility, its staff, and patients.

“MDsave has become a word that all cash-pay patients hear at South Baldwin Regional Medical Center,” says Nicole Rivera, Director of Revenue Cycle.

“All physicians who are aware of MDsave utilize it and find it (to be) a great tool for their patients.”

**AFFORDABLE RATES,
DIRECT PURCHASING,
NO SURPRISE BILLS.**

Patients at SBRMC appreciate MDsave’s no-nonsense billing process, and providers see a benefit in more timely revenue.



The Results

Since working with MDsave, SBRMC has seen a dramatic increase in revenue from cash-pay patients. The transparent pricing, payment services, and excellent customer service from MDsave have enabled South Baldwin to **more than double their point-of-service revenue** while providing cost-effective medical care for their patients. SBRMC has also seen a marked **increase in patient satisfaction** as cash-pay patients have an easy and transparent way to access and finance necessary medical procedures.

“MDsave consistently goes above and beyond to ensure our staff and patients receive the help they deserve.”

—NICOLE RIVERA, DIRECTOR OF REVENUE CYCLE,
SOUTH BALDWIN REGIONAL MEDICAL CENTER

Want to Learn More?

CONTACT US

✉ learnmore@mdsave.com

🖱 mdsave.com

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point-of-sale collections with MDsave.

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better
already[®]