CASE STUDY

Driving Volume by Focusing on Self-Pay Patients

Helping Augusta Health achieve $3M in voucher sales over partnership lifespan

MD save®

About

Augusta Health, a community hospital located in Fishersville, Virginia, averages more than 55,000 emergency visits and nearly 10,000 admissions each year. The hospital's medical group clinics see more than 400,000 patients each year, and its outpatient services (home health, lab, outpatient surgery, imaging, etc.) treat more than 475,000 patients a year.

The Challenge

Augusta Health was looking for a way to drive volume both within and outside of its existing catchment area. The health system was out of network for several payers and wanted a way to attract those out-of-network patients that was financially beneficial for the health system but also cost effective for patients.

And because the health system's region was largely self-pay patients and insured patients with high deductible health plans, they needed a way to help patients better afford care. This would not only benefit Augusta Health in terms of revenue growth, but would also help improve the health of the population by improving patient compliance and utilization.

The Solution

Augusta Health chose to partner with MDsave to create a bundled pricing solution that would not only help patients better afford their healthcare, but also facilitate faster payments for services rendered than traditional payer arrangements. MDsave acts as an online marketplace where uninsured and underinsured consumers can shop for best-price options for medical procedures.

MDsave removes the dozens of intermediaries of typical medical payment transactions so providers get paid directly—in full and up front. Providers can set their own prices and patented MDsave technology bundles all of the necessary services for an episode of care together into one, easy-to-understand price. When patients need care, they purchase a highly discounted voucher through MDsave and present it at the time of care. MDsave then handles the payment on the back end.

> **MDsave manages the entire process so providers don't have to spend time chasing revenue through traditional collections methods.**
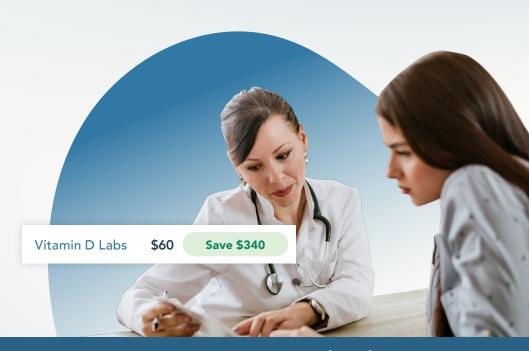
The Results

Augusta Health created a list of self-pay patients and those with high deductible plans and then conducted an outreach to let them know about MDsave. Kristi Lewis, Augusta Health Pre-visit Manager, says, "We talk to them about high deductibles and how MDsave can help them better afford the care they need." Augusta Health has also distributed flyers for employers to place throughout their facilities so employees can learn about MDsave. This benefits employers by expanding access to care for employees and reducing deferment of care, ultimately saving employers healthcare costs down the road.

Lewis says that they've had great feedback from patients using MDsave. **"Personally, I have a high-deductible plan and when my doctor recently ordered several lab tests for my annual physical, the Vitamin D alone was going to be $400! With an MDsave voucher, I only paid $60!"**

Vitamin D Labs $60   **Save $340**

Increased Sales

700% increase of volume via voucher sales

FROM $112,730* TO $715,199**

$3 million in voucher sales since partnering with MDsave

Increased Volume

IMAGING AND RADIOLOGY

190* vouchers → **756**** vouchers

LAB WORK AND DRUG TESTING

11* vouchers → **161**** vouchers

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*IN 2016
**IN 2021

MD save.

Each year Augusta Health reviews its list of the top 50 to 100 services they provide through MDsave to ensure they're covering the things their patients use most often. And the results have been impressive, driving volume even beyond what the health system expected.

Lewis says that MDsave helps patients get more timely care because they can work directly with the hospital without having to deal with the payer. In 2018, the health system became out-of-network with Anthem for about six months. "MDsave provided a great option for patients so they could still come to us for their service without having to worry about a surprise out-of-network bill afterwards." If Augusta Health hadn't been able to offer the MDsave option, many consumers would have had to drive an hour and a half to Richmond for their care. In this way, MDsave acts as a safety net for Augusta Health and patients alike.

Augusta Health is currently expanding its partnerships with local employers, especially with those for which the health system is out of network. "One local employer even donated $10,000 worth of mammogram vouchers for patients in our area who qualified for financial assistance," says Lewis. "That means 80 women were able to get mammograms who otherwise might not have been able to."

MDsave helps patients get more timely care because they can work directly with the hospital without having to deal with the payer.

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They have a great team at MDsave. We work with a total of 10 vendors at Augusta Health and MDsave is hands down the easiest to work with."

MDsave.

Want to
Learn More?

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Reduce your company's medical spend and inspire lasting gratitude from employees with the MDsave for Employers platform.

SEE HOW

mdsave.com/employers

Feels better already.