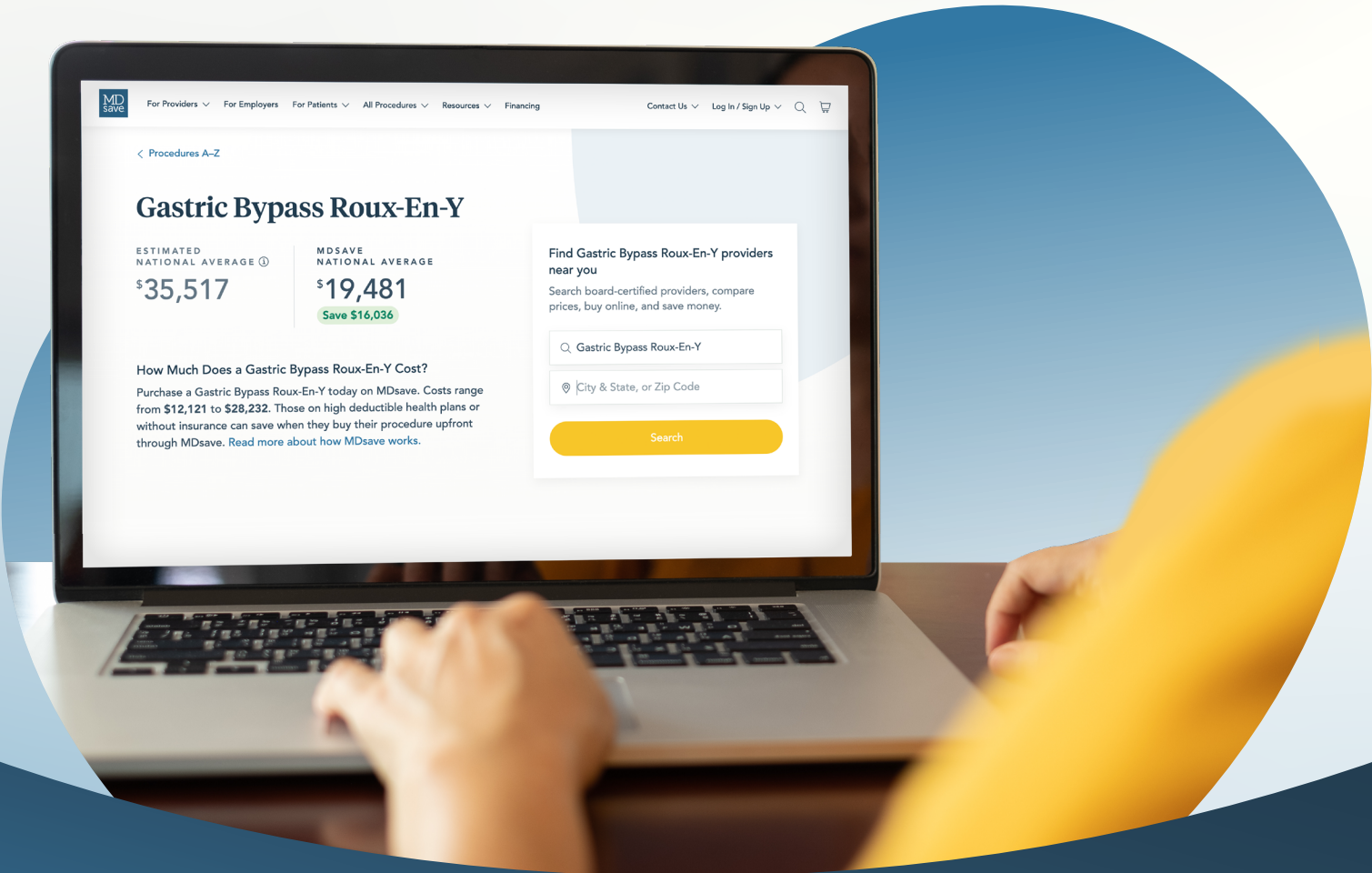




CASE STUDY

Making Self-Pay Possible for Bariatrics

How one midwestern hospital used MDsave to earn \$190,000+ in self-pay bariatric revenue within 9 months of launch



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< Procedures A-Z

Gastric Bypass Roux-En-Y

ESTIMATED NATIONAL AVERAGE
\$35,517

MDSAVE NATIONAL AVERAGE
\$19,481
Save \$16,036

How Much Does a Gastric Bypass Roux-En-Y Cost?
Purchase a Gastric Bypass Roux-En-Y today on MDsave. Costs range from **\$12,121 to \$28,232**. Those on high deductible health plans or without insurance can save when they buy their procedure upfront through MDsave. Read more about how MDsave works.

Find Gastric Bypass Roux-En-Y providers near you
Search board-certified providers, compare prices, buy online, and save money.

Gastric Bypass Roux-En-Y

City & State, or Zip Code

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About

Prior to launching bariatric services on MDsave.com, this hospital offered self-pay pricing that required patients to pay hospital and physician fees up front. However, patients would be billed for pathology and anesthesiology after service was rendered. This led to patients receiving additional bills for \$3,000 to \$4,000.

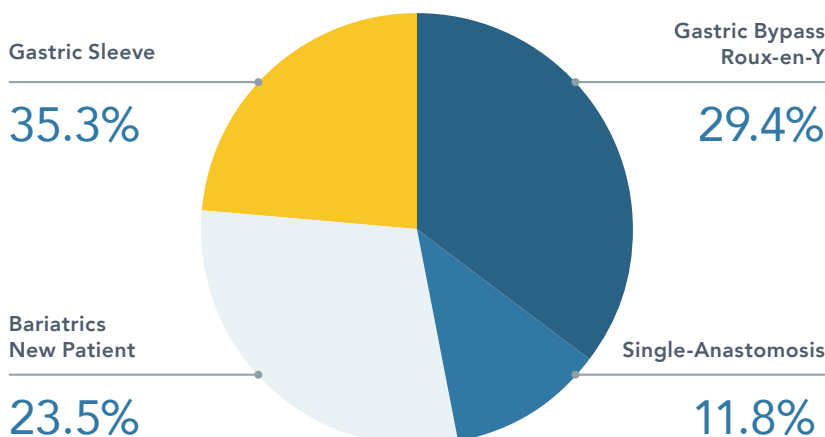


The Solution

This hospital launched its bariatric service line on MDsave.com in July of 2020. In the 9 months between July 2020 and the beginning of March 2021, they sold 17 bariatric procedures for a total revenue of \$190,255. Every procedure was prepaid to MDsave and payment was distributed from MDsave to all providers in the episode of care within one week of service.

Procedure Types

Over 75% of the bariatrics procedures sold were high-value surgeries.



THE COMMUNITY

\$55,095
average household
income

16%
poverty rate

35.3%
statewide obesity rate

THE HOSPITAL

396
beds

3
states served

25
cities served

Bundled Payment Options are Essential

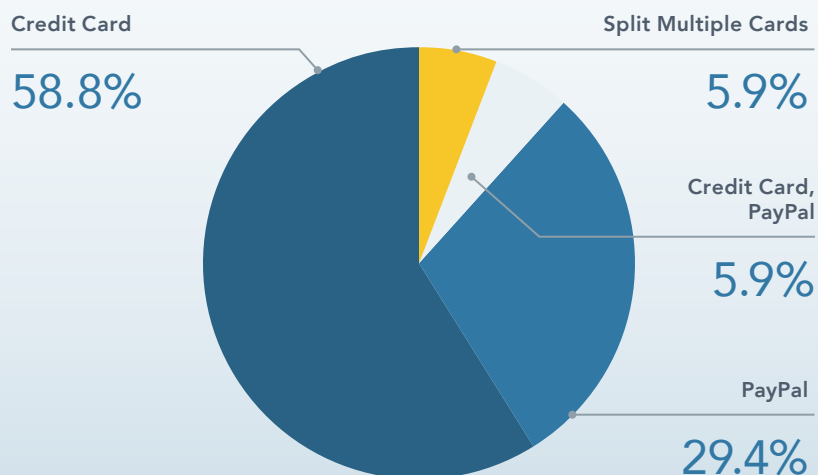
Obesity affects the health and quality of life of nearly 40% of Americans and is linked to at least 40 diseases including diabetes, hypertension, and 13 types of cancer, according to the American Society of Metabolic and Bariatric Surgeons (ASMBS).⁴

While bariatric surgery is recognized as the standard of care in severe obesity, ASMBS reports that only 1% of 15 million morbidly obese Americans receive surgery.⁵ Both insured and uninsured patients can experience obstacles to receiving bariatric treatment.

One-third of patients eligible for bariatric surgery are uninsured or underinsured,⁶ making accessible self-pay options vital to reaching a large segment of the population.

One in four insured patients has their bariatric procedure denied three times before coverage is approved, and 60% of patients report their health suffers in the time between repeated denials and finally receiving the surgery. Self-pay options give access to care sooner, which can in turn prevent worsening conditions or complications.

This hospital has used a number of best practices to ensure high utilization and patient satisfaction with bariatric procedures purchased through MDsave.



“

I'll tell the patients at the informational seminar that there are self-pay prices for each entity, but you're going to end up paying more if you pay individually.

Then I explain that we are in partnership with a service, MDsave, and if you purchase the package price then there is a huge \$3,000–\$4,000 savings.

—Bariatric Coordinator

PAYMENT TYPE

Most patients opted to pay over time via credit card or a combination of cards. Those who chose PayPal had access to their “Pay in 4” installment option.

Best Practices for Utilization and Patient Satisfaction

Include all pre-operative care in the facility fee:

- 1 This keeps prices competitive and easy for the patient to understand and account for in monthly budgeting.
- 2 Prices must represent all of the fees patients will be expected to pay.

Offer monthly seminars to financially screen self-pay patients:

- 1 This gives prospective patients the chance to learn if bariatric surgery is for them and what lifestyle changes they need to make to successfully meet their weight goals.
- 2 Hold the informational seminar in person, when possible. At this hospital, the surgeon spends 45 minutes teaching patients about the procedures offered, then gives patients the opportunity to ask questions in real time. Then, the team spends the last 15 minutes providing information about insurance and self-pay options.
- 3 Present the MDsave option to patients paying out of pocket, which may include uninsured patients, patients who don't have bariatric coverage in their insurance plan, or patients who don't want to wait for insurance-mandated supervised weight loss periods.

“

We really try to get patients in person for the informational seminar to build a relationship with the bariatric team. Once we establish a relationship with the patient, things flow better because you've made a personal connection with them.

—Bariatric Coordinator

Want to Learn More?

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✉ learnmore@mdsave.com

🖱 mdsave.com

Learn how your facility can increase your self-pay bariatric revenue by utilizing MDsave.

SEE HOW



mdsave.com/providers

Gastric Band



Gastric Bypass



Gastric Sleeve



REFERENCES

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