



Productivity. Visibility. Returns. Now driving revenue cycle at Hancock Health.



About Hancock Health.

Hancock Health is an independent healthcare network in Greenfield, Indiana, serving Hancock County and surrounding areas in East Central Indiana with a comprehensive range of medical services. The network includes more than 30 locations, including a physician network and cancer center. Hancock is a member of the Mayo Clinic Care Network.

While independent, Hancock is also a member of Suburban Health Organization (SHO), a group of Indiana hospitals working together to improve access to the highest quality healthcare possible. One of the main reasons for participating in SHO is that it allows Hancock - and 14 other community-based hospitals and healthcare providers - to remain local and independent.



The revenue cycle team at Hancock handles a wide range of critical functions.

The team's responsibility includes coding, credentialing, hospital and physician insurance follow-up, revenue integrity, payment posting, and support services.

Despite having a staff of more than 50 people, the department faced significant revenue cycle challenges in a post-COVID era:

- Technology infrastructure with significant limitations for insurance follow-up, and no ability to prioritize efforts without manual work
- Lack of insight, transparency, and reporting into revenue cycle productivity and outcomes
- Increasingly complex healthcare billing and payer contract fee structures exacerbated by technology and reporting limitations

As complex as the daily challenges were, Hancock recognized an even larger looming challenge. It had an aging workforce that was expected to retire on a similar timeline. Management knew when they all left, they would take with them decades' worth of institutional revenue cycle knowledge—leaving a void in the department.

“Revology has had a significant impact at our organization, including a \$10 million year-over-year increase in cash collections.”

—Steve Long, CEO, Hancock

To enhance its revenue cycle operations, Hancock Health partnered with revology.

Revology was brought onboard in August 2023, to provide revenue cycle leadership services and a modern insurance follow-up workflow tool to improve revenue cycle performance and increase workforce engagement.

What started as just leadership services for insurance follow-up quickly evolved as the team got to work. Over just a few months, the revology team:

- Created a baseline of revenue cycle reporting
- Identified an inability to report denial write-offs directly in EHR
- Discovered a further build review need for EHR Remittance Advice Code Set Dictionary
- Unified a clearinghouse platform for all business units
- Onboarded anesthesia physicians and billing without additional resources
- Shifted oncology professional billing from hospital to ambulatory billing
- Addressed and minimized internal impact from the Change Healthcare outage
- Combined the physician network into the hospital self-pay early out program
- Consolidated disparate hospital and physician functions, including coding, payment posting, and self-pay

With leadership in place and the RCM team more organized and focused, Hancock Health was ready for the next phase.

What happened when revology implemented auxo

Created with the next generation of revenue cycle professionals in mind, auxo helps leaders launch workflow strategies quickly and consistently across an entire workforce—without IT intervention. Designed to complement the EHR, auxo fills in gaps in the system and expands EHR capabilities.



Hancock Health used auxo to:



Maximize efficiency: Hancock Health works off a singular insurance workflow strategy since they merged their Task list and Denial Management list.



Enhance productivity: The team now has in-depth analysis of actual time spent on each task against targets, and real-time activity with visibility that's driving user engagement.



Focus on the highest value claims: Hancock Health now has a way to prioritize its workflow by analyzing and scoring all outstanding hospital and ambulatory insurance claims.



Provide real-time enriched payer claim status: This saves the rev cycle team the need to manually access external payer portals.



Categorize insurance balances: The team now had guidance on how to navigate the claims phase within the insurance cycle, as well as the status of the claim and the reason for the follow-up.



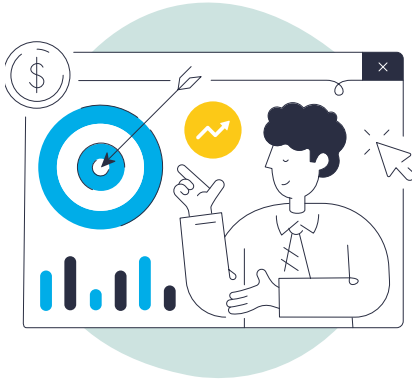
Create custom new claim attributes: The team can personalize their workflows to target specific collectors at the right time, for the right reason, and the right outcome.



Automate their workflow strategy: The rev cycle department no longer loses time manually sorting, prioritizing, and self-managing their task lists.

Bringing hidden productivity and workforce management issues to light.

Now that they're using auxo, the team has visibility into more than their return data. They have valuable insights into the efficiency of their department—and their people.



Ensuring best practices

An RCM leader noticed that one of her reps had drastically lower productivity than her peers. She met with the rep and discovered that the rep did not know how to work claims using the appropriate standard of work or how to navigate in the EHR—a significant coaching opportunity.



Renewing aging claims

One user noticed auxo was presenting her with claims that were at risk for becoming uncollectible. As a rule, these claims take more effort to resolve, and her productivity was slowing down. Before auxo, users could cherry-pick the claims that kept their productivity high. "auxo is going to help me stay on track and hold myself accountable, which I love. Thank you for bringing this to us!"

"Auxo has significantly impacted our organization, and I continue to be impressed by the team's productivity using this tool and their ability to continue to collect more revenue over time. I look forward to continued success with auxo and revology in the years to come."

—Steve Long, CEO, Hancock

Hancock Health is now enjoying better productivity, visibility, and increased returns.

At the same time, the health network is benefitting from a more engaged workforce. Revology and auxo continue to be a part of Hancock's RCM strategy—with a 10-year commitment to work together.

See auxo in action. Request a demo at hello@revologyhealth.com