Geisinger’s Proven Patient Experience

Making it the Best… For Every Patient… Every Time!

HFMA Washington/Alaska Chapter Annual Conference and Trade Fair
March 7, 2019
Tukwila, WA
Barbara M. Tapscott, CHFP
Vice President, Revenue Management
Geisinger Health, Danville, PA
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Agenda

• Overview Geisinger Health
• Transforming Healthcare with Technology
• Patient Centric Innovations
• Engaging and Communicating with Patients
• Geisinger’s Proven Experience™ Model
Geisinger Health
An Integrated Health Service Organization

**Provider Facilities**
$3,631M
- 8 acute care hospitals
  - 7 in PA
  - 1 in NJ
  - 2,381 total licensed beds
- 8 outpatient surgery centers
- Home health and hospice
  - 20 counties in PA & 3 in NJ
- Alcohol and chemical dependency treatment center – 91 beds

**Managed Care Companies**
$3,601M
- 722,000 members
  - 45 PA counties
  - 4 states
- Diversified products
- 55,000 contracted providers/facilities
- Offered on public and private exchanges

**Physician Practice Group**
$1,701M
- Multispecialty group
  - 1,765 employed physicians
  - 1,160 advanced practitioners
- 253 clinic sites and 1 outpatient surgery center
  - 4.2 million outpatient visits
- 505 residents/fellows and 330 medical students
- Geisinger Commonwealth School of Medicine
  - 523 MBS/MD students
Population Health

A Patient-Centered Continuum of Care

**Community-Based Care**
- Specialty Outreach ("Face-to-face" & Telemedicine)
- Urgent Care Center
- After-Hours Care Center
- Retail Clinic
- Retail Pharmacy
- E-Visit MyGeisinger
- Lab Outreach Site
- Work Site Clinic

**Acute Care**
- Tertiary/Quaternary Medical Center
- eICU

**Post-Acute & Transitional Care**
- Inpatient Rehab
- Adult Health Program & Day Center
- Outpatient Rehab
- Nursing Homes/SNF
- Home Care Hospice
- ProvenHealth Navigator

**Imaging Center**
- Wellness

**Ambulatory Care & Surgery Center**
- Multi-Specialty Clinic
- Specialty Center, e.g. Cancer or Sleep

**Community Practice Site**
- E-Visit
- MyGeisinger
- Adult Health Program & Day Center

**Specialty Outreach**
- "Face-to-face" & Telemedicine

**Geisinger**
There is a beauty in the simplicity of taking care of whoever comes in the door, for whatever they are there for, regardless of what insurance they have (or don’t have) and what language they speak (or don’t speak).

Population Health Delivered One Person At A Time
Transforming Healthcare with Technology
Transforming Healthcare with Technology

- **Running costs:** ~4.0% of annual revenue
- **Fully-integrated EHR**
- **Networked Patient Portal** - ~ 455,497 active users
  - Patient self-service (self-scheduling, patient-entered data)
    - Home monitoring integrated with Medical Home
  - "Outreach Health IT" – 10,221 users in 865 non-Geisinger practices
    - Remote support for regional ICUs (eICU®)
    - Telestroke services to regional Eds (eHealth)
- **Active Regional Health-Information Exchange (KeyHIE)**
  - 31 hospitals, 341 practices, 1.9M patients consented,
    publish 2.7M clinical documents month of January, Over 265,000
    Document Viewed/downloaded month of January
- **GHS awarded** “Most Wired” health care system by Hospitals &
  Health Network Magazine for 16 awards where 2019 will mark the
  13th consecutive year.
MyChart Patient Portal (MyGeisinger)

A secure, confidential and efficient way to view electronic health information

- Schedule appointments
- Review lab results/diagnostic exams
- Track health/review previous visits
- Refill/renew prescriptions
- Converse with physician’s office
- Pay bill or calculate out-of-pocket expenses

*Using MyGeisinger/MyEstimate®*
Keystone Health Information Exchange®

176 Unique Healthcare Organizations

Susquehanna Health
- Joined October 2011
- Thousands of documents accessed by Susquehanna Health clinicians
- 12,000 SH patients using MyKeyCare patient portal
- Meaningful Use Stage 2 for four hospitals, 426 physicians

Total Unique Patients, 5.8M
Discharges, >25K/month
ED visits, >94K/month
Experience with Partnerships

Telemedicine
Specialty consults both IP and OP
- Rheumatology
- Pulmonology
- Psychiatry
- Infectious Disease
- Others

Ancillary departmental services
- Echo
- EEG
- Infectious Disease
- MFM

ACO
Geisinger Population Health Care Management Data Analytics Administrative Services
Total: 8400 Beneficiaries 50,000 eff. 1/1/2016

e-ICU
- Reductions in LOS, Mortality & Morbidity
- Improves AICU LOS

Across 40 sites/14 Hospitals
8 Hospitals; ~1,400 Physicians
8 Hospitals/127 beds
Patient Centric Innovations
ProvenCare® Acute Episodic Bundles

- Clinical Best Practices
- Workflow Process Redesign
- Convener for CMMI Bundling Initiative (7 organizations)
- Corporate Destination Medicine Option

Coronary Artery Bypass and Percutaneous Coronary Intervention
Bariatric Surgery
Lumbar Spine
Total Knee Arthroplasty
COPD
Perinatal
Surgical Mgmt. of Lung Cancer
Heart Failure
Hip: Fragility Fracture or Arthroplasty

See Reference to New York Times Articles and other press coverage in Appendix, Exhibits A and D
Population Health
ProvenCare® Chronic Care

Diabetes
Congestive Heart Failure
Coronary Artery Disease
Hypertension
Prevention Bundle

Referenced in Group Practice Journal, April 2012
ProvenCare® Type 2 Diabetes
Value Driven Care Outcome Improvements

Heart Attack
- Less than 3 years
- 305 prevented with estimated savings of $27,111/case = $8.3M!

Stroke
- Less than 3 years
- 140 prevented with estimated savings of $2,921/case = $412K!

Retinopathy
- Less than 3 years
- 166 cases prevented!
- Quality of life maintained
- Savings...priceless!

Primary Care Diabetes Bundle Management: 3-Year Outcomes for Microvascular and Macrovascular Events; American Journal of Managed Care, 6/26/14;20(6):e175-e182
Population Health
ProvenHealth Navigator®

Health Affairs: 4/26/2015.
See reference to other press coverage in Appendix, Ex. C
ProvenHealth Navigator®
Innovations in Management of Elderly

- “SNFist” model in targeted 20 nursing homes
- Redesigned care model
- Focused on transitions of care and length of stay

2013-2014 Results

- SNF readmission rate reduced from 13.4% to 12.1%*
- SNF ALOS reduced from 25.1 to 19.3

* Baseline readmission rate when program (2008) started - 30%
Activating Patients with Transparency: “Open Notes”

12-month research project started in 2010
>100 PCPs and more than 21,000 patients

Geisinger’s participation: 27 PCPs & 10,000 patients

99% of patients want it to continue
- 92% looked at some or all of their notes
- 90% felt they understood their medical conditions better
- 91% felt more in control of their health care
- None shared their notes with a lawyer

Providers found process to be seamless
- Minimal impact on clinic operations, out of office work effort or practice style

2013-2014 expanded to specialty care departments
~1,700 Providers
> 315,000 Patients
Special Care Centers℠
Chronic Care Management in an Urban Setting

Operates as a primary care medical home

• Improves the experience of care
• Improves the health of populations
• Reduces per capita costs of health care

Results
• Reductions in heart failure cases, Systolic BP and LDL-Cholesterol levels
• Average savings of $170-$200 PMPM for large groups and self-insured employers
• 20% reduction in pharmacy spend

Geisinger
Geisinger at Home:
Home visits for both primary and specialty care delivered to patients directly in their homes.

Launched in the Spring of 2018
1000 Patients enrolled
Starting with Geisinger Health Plan Patients
Augments visiting nurse services and home care programs
Geisinger at Home
How it works

Home-based medical care
• Comprehensive assessment of disease burden
• Condition optimization & ongoing management
• Early acute care – leveraging mobile paramedics, CM and Home Health

Community-based palliative care
• Plan of care
• Symptom management
• Advanced illness management & hospice
### Which individuals are we focused on?

<table>
<thead>
<tr>
<th>Who are we focused on?</th>
<th>How are we identifying them?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Multiple chronic conditions and high utilization</strong></td>
<td>Proactive identification from claims analysis</td>
</tr>
<tr>
<td><strong>Palliative care or advancing illness</strong></td>
<td>Provider or family referral, claims</td>
</tr>
<tr>
<td><strong>High risk hospital or emergency department utilization</strong></td>
<td>Transitions of care</td>
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</table>
Geisinger at Home Currently Enrolled
As of 10/05/2018

Enrollment Trending

<table>
<thead>
<tr>
<th>Enrollment As Of Date</th>
<th>Patients Currently Enrolled</th>
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<tbody>
<tr>
<td>04/06/2018</td>
<td>1</td>
</tr>
<tr>
<td>04/13/2018</td>
<td>3</td>
</tr>
<tr>
<td>04/20/2018</td>
<td>6</td>
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<td>9</td>
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<tr>
<td>05/04/2018</td>
<td>14</td>
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<td>06/08/2018</td>
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<td>06/22/2018</td>
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<td>06/29/2018</td>
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<td>246</td>
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<tr>
<td>07/13/2018</td>
<td>292</td>
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<tr>
<td>09/21/2018</td>
<td>820</td>
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<tr>
<td>09/28/2018</td>
<td>863</td>
</tr>
<tr>
<td>10/05/2018</td>
<td>926</td>
</tr>
</tbody>
</table>

Total 1 3 6 9 14 19 30 53 69 104 139 177 217 246 292 342 401 451 528 585 639 684 713 757 820 863 926
Impact on Emergency Room Visits*

* First 425 patients in the program

ED Visit Rate per 1,000

Pre Geisinger at Home: 2,254.38

Post Geisinger at Home: 942.02

58% Decrease
Impact on Hospital Admissions*

Inpatient Admission Rate per 1,000

Pre Geisinger at Home: 1,662.42
Post Geisinger at Home: 1,156.11

31% Decrease

* First 425 patients in the program

Not for reuse without permission. Keystone ACO / Geisinger Health 2018
Engaging and Communicating with Patients
Price Transparency Is Just One Element of a Patient-Centered Approach

HFMA DOLLARS & SENSE™

- Price Transparency
- Patient Financial Communications
- Medical Account Resolution

hfma.org/dollars
Pricing tool providing self-serve options for out-of-pocket expenses on the top 300 most frequent ambulatory and inpatient procedures. Pricing varies based on payer negotiated rates

- Insurance verification
  - Real-time estimate for top contracted payers and Medicare Fee-for-Service
  - Customized estimate based on procedure, an individual’s benefit plan, and location of service
Transparency with Financial Communications

MyEstimate® Portal

| MyEstimate (internal) | Visit MyGeisinger.org |

What you will need
In order to use MyEstimate® and receive the most accurate estimate possible, ensure the patient has/knows the following: (Please direct the patient to contact their insurance provider to obtain this requested information if necessary)

1. Copy of current insurance card
2. Current deductible
3. Current co-payment and/or co-insurance amounts

Does the patient have health insurance?  
[ ] Yes  [ ] No

Please select the patient's insurance plan: [SELECT]  [GO]  [Clear]

If you need assistance determining the patient's insurance, please select an insurance plan above and click here to view sample insurance cards, otherwise select the appropriate insurance plan and click 'GO'
HFMA Best Practice Project

Patient Financial Interactions

- Provides guidance on when/how communication should take place regarding patient insurance coverage, financial counseling, patient liability for the service and any prior balances

- Emphasizes open, clear and early communication, including defining a path for financial resolution

- Defines financial interactions when medical services are scheduled, as well as when emergency or non-emergency care is delivered
PFI – Emergency Department Interaction

- Compliance with EMTALA in determining when to initiate financial interactions
- Financial counseling & insurance verification
- Prior balance and patient cost-share
- Payment options, including payment plans
- Provider’s financial assistance programs
  - Proactively attempt to resolve prior balances through insurance and financial assistance
  - Summary of care documentation
PFI – Time of Service Interaction (non ED)

- Patient engagement, including a patient advocate
- Patient care is not interfered with
- Patient consents in order to expedite discharge
- Insurance verification and financial counseling, including payment arrangements
- Clear credit policies
- Summary of care
PFI – Advance of Service Interactions

- Setting for discussion
  - Outbound contact in advance of scheduled service
  - Inbound contact from patient inquiring about upcoming service
  - Scheduling/Contact Center when appointment is made

- Insurance verification and financial counseling

- Prior balance discussions

- Patient share-of-cost and payment arrangements

- Focus on patient education

- Care estimate
PFI – Best Practices for All Financial Interactions

• Compassion and patient advocacy
• Standard language for staff
• Facilitate one-time resolution
• Staff education
• Patient engagement
• Cost estimates for care
• Sensitivity and respect for patient privacy
• Clarity in policies
PFI – Measurement Criteria & Reporting

- Training program evaluation
- Process compliance evaluation for each best practice (PFI) scenario
- Technology evaluation
- Feedback on process and response
- Annual PFI compliance report
New Resource for Consumers

Understanding Healthcare Prices: A Consumer Guide

Understand pricing terminology
Get a price estimate—step by step
Navigate in-network and out-of-network pricing
Tap into price information available through providers, payers, and employers

Available as a PDF to other organizations as a public service. Contact Scott Kenemore, skenemore@hfma.org, for permission to post.

Geisinger
Helping Individuals Make Informed Choices

• **With Health Insurance**
  – How to Get an Estimate
  – Insurance Codes
  – Questions to Ask Your Doctor Before Elective Surgery
  – Ask Your Health Plan about Pre-Approval

• **What to Know About**
  – Emergency Care
  – In-Network vs. Out-of-Network

• **Medicare Beneficiaries**
  – Websites and Phone Numbers
  – Counseling Services
  – Hospital/Physician Resources
Helping Individuals Make Informed Choices

- **Without Health Insurance**
  - Financial Counseling
  - Insurance Marketplace
  - Financial Assistance
  - Price Estimate

- **Definitions and other resources**
Price Transparency: IPPS Proposed Final Rule

The FY19 IPPS Final Rule was published August 2nd, 2018 and is more stringent pertaining to hospital charge reporting requirements.

Effective January 1, 2019, hospitals must:

- Maintain a public list of standard charges
- Update charges as appropriate (at least annually)
- Make list of charges machine-readable
- Post list of charges online
What do we need to do to be compliant?

Publish the chargemaster in a machine-readable format to comply and satisfy the rule.

✓ Financial Reporting advised there are codes listed on the chargemaster listed as “open” with no actual charges as they change frequently and are assigned via the Pharmacy system.
  ✓ Per our Legal Counsel we are to indicate what an open charge indicates (Drug pricing) with a description.

Proposal:

✓ Keep what Geisinger has in place today as it is patient friendly, just add a link to the chargemaster.

Please Note: Questions remain about how CMS will enforce its new online charge reporting requirements.
Proposed Look

Patient billing services

Need Help Paying Your Bill?

Participating Insurances

Frequently Asked Questions

Tools You Can Use

Estimated Costs & MyEstimate® Tool

Quality Data

Board Certification Status

Hospital Reimbursement Rate

Standard Charges

Insurance Checklist

Pay your bill online
Standard Charges

< Tools You Can Use

Standard charges

The hospital’s charges are the same for all patients. However, your cost may vary depending on individual health insurance plans. To better assist you with understanding your cost-sharing responsibilities, visit our MyEstimate® tool. Additionally, you may want to check with your insurance plan to determine your coverage.

If you are uninsured, contact the Patient Service Call Center at 800-640-4206 to speak with a patient financial counselor for assistance or request an in-person appointment.

This standard charges hospital data does not include physician charges. These charges billed separately. All documents in PDF format:

- Geisinger Medical Center
- Geisinger Wyoming Valley Medical Center
- Geisinger Community Medical Center
- Geisinger Bloomsburg Hospital
- Geisinger Holy Spirit Hospital
- Geisinger Lewistown Hospital
- Geisinger Jersey Shore Hospital

Open charges indicate medication charges which fluctuate and vary based the manufacturer average wholesale price and dosage.
## Public View: Charge Description Master (CDM)

<table>
<thead>
<tr>
<th>Hospital</th>
<th>Patient Friendly Description</th>
<th>FY'19 Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geisinger Medical Center</td>
<td>Anesthesia for procedures on facial bones or skull; not otherwise specified</td>
<td>$1,240.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Anesthesia for closed chest procedures; pneumocentesis</td>
<td>$447.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Anesthesia for access to central venous circulation</td>
<td>$312.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Anesthesia for; anorectal procedure</td>
<td>$1,240.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Anesthesia for all closed procedures involving hip joint</td>
<td>$1,240.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Anesthesia for all closed procedures involving upper two-thirds of femur</td>
<td>$1,240.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Anesthesia for all open procedures on lower one-third of femur</td>
<td>$1,240.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Anesthesia for lower leg cast application, removal, or repair</td>
<td>$1,240.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Anesthesia for all closed procedures on humeral head and neck, sternoclavicular joint, acromioclavicular joint, and shoulder joint</td>
<td>$1,240.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Anesthesia for all closed procedures on humerus and elbow</td>
<td>$1,240.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Anesthesia for forearm, wrist, or hand cast application, removal, or repair</td>
<td>$1,240.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Anesthesia for non-invasive imaging or radiation therapy</td>
<td>$722.00</td>
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<tr>
<td>Geisinger Medical Center</td>
<td>Fine needle aspiration; without imaging guidance</td>
<td>$177.00</td>
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<tr>
<td>Geisinger Medical Center</td>
<td>Fine needle aspiration; without imaging guidance</td>
<td>$1,325.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Fine needle aspiration; with imaging guidance</td>
<td>$1,963.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Image-guided fluid collection drainage by catheter (eg, abscess, hematoma, seroma, lymphocele, cyst), soft tissue (eg, extremity, abdominal wall, neck), percutaneous</td>
<td>$4,577.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Placement of soft tissue localization device(s) (eg, clip, metallic pellet, wire/needle, radioactive seeds), percutaneous, including imaging guidance; first lesion</td>
<td>$757.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Placement of soft tissue localization device(s) (eg, clip, metallic pellet, wire/needle, radioactive seeds), percutaneous, including imaging guidance; each additional lesion (List separately in addition to code for primary procedure)</td>
<td>$529.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Acne surgery (eg, marsupialization, opening or removal of multiple milia, comedones, cysts, pustules)</td>
<td>$769.00</td>
</tr>
<tr>
<td>Geisinger Medical Center</td>
<td>Incision and drainage of abscess (eg, carbuncle, suppurative hidradenitis, cutaneous or subcutaneous abscess, cyst, furuncle, or paronychia); simple or single</td>
<td>$904.00</td>
</tr>
</tbody>
</table>
Geisinger’s ProvenExperience™ Model
What is & Why ProvenExperience™?

**What:** A promise that every patient and member gets the best experience every time with Geisinger, and would recommend Geisinger to a family member or friend.

**Why:** Patient care is critical to our well-being. It must be measured in many ways in addition to quality and safety, including compassion, kindness, respect and alleviating unnecessary suffering.
Optimal Patient Experience White Boards

Purposeful Hourly Rounding

Consistent Communications

Optimal Patient Experience

Bedside Shift Report

Nurse Leader Rounding

Geisinger
Rounding

- Unit/department managers expected to round their areas regularly
- Platform leaders expected to round their platforms weekly
- Launched manager/leader rounding at each platform on rotating basis
Provider Transparency – Scores and Comments
Provider Transparency – Scores and Comments

★★★★★ 1/30/2019
Dr. Burke is the best. He takes time with you, never seems rushed, listens well, and takes excellent care of his patients. I feel fortunate to have him as my doctor.

★★★★★ 1/21/2019
Dr. Burke is absolutely wonderful! He is an excellent provider from every angle, who not only has superb skill but who also is kind and most certainly, caring.

★★★★★ 1/6/2019
*Dr. Greg Burke is exceptional when it comes to professionalism, courtesy, concern. He is a thorough practitioner. I feel "cared for" by this physician.

★★★★★ 1/3/2019
If it would not be for *Dr. Burke my dad might be dead. Thank you for everything. 9. The best.

★★★★★ 12/24/2018
Greg Burke is the BEST!

★★★★★ 12/17/2018
Medical needs many more like him. He is fantastic.

★★★★★ 11/29/2018
Had UTI, doctor thought _____ infection & waited to give antibiotic resulting in an awful night. He fixed problem in the morning & was excellent otherwise.

★★★★★ 11/29/2018
*Dr. Burke is the best. A #1 love him!
Geisinger Provider Patient Satisfaction Initiatives
Six Consecutive Years of Improvement

Geisinger All Providers - Clinic Practices
Press Ganey Mean Score Trend

<table>
<thead>
<tr>
<th>Calendar Year</th>
<th>Mean Provider Score</th>
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<tbody>
<tr>
<td>2012</td>
<td>92.7</td>
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<tr>
<td>2013</td>
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<tr>
<td>2017</td>
<td>94.3</td>
</tr>
<tr>
<td>2018</td>
<td>94.5</td>
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</table>
ProvenExperience Program Announcement

The most unexpected hospital billing development ever: Refunds

By Lena H. Sun April 15

How the patient refund app works

Most Read
1 "Pure evil": Stopping a 4-year-old in scalding water, which led to death, prosecutors
2 "She got caught up in it": Teen accused stealing friend's attention
3 The list of names

Geisinger Health System promises to refund copays for spine and bariatric surgery if customers are unhappy with outcomes.

Geisinger Health System is offering to refund its share of the surgery.

Unsatisfied With Your Surgery? Get (Some of) Your Money Back

Geisinger Health System's CFO Hospital Services and Operations, Dr. David Feinberg, M.D., said the Danville, Pa.-based health system is going broad offering a no-bucks guarantee to patients who receive care at its facilities, according to a Times Leader report.

Hospital CFO

Print Issue | E-Weekly | Conferences | Webinars | Whitepapers | Multimedia | Links | About

Financial Management

Geisinger to begin offering refunds to unsatisfied patients

Written by Jayson Elliott on Twitter (@JaysonElliott) November 29, 2015

Geisinger Health System President and CEO, David Feinberg, M.D., said the Danville, Pa.-based health system is going broad offering a no-bucks guarantee to patients who receive care at its facilities, according to a Times Leader report.

53
**Patient Feedback**
- Managed by local team if known at time of service
- Managed by Patient Advocate Team post service
- Feedback in person, phone, letter, mobile app, email, Geisinger.org

**Feedback Management**
- Feedback logged in overall incident management system
- Feedback provided to service line/business unit for resolution
- Increased service line/business unit and leadership reviews and corrective actions

**Issue Resolution**
- Patient resolution managed by best resource
- Patient advocate
- Service line/business unit
- Geisinger leadership
Patient Feedback → Patient Advocates → PX Manager → Refund Issued

7-10 day commitment on refund
Happy Experience

Which aspects of your care were outstanding?

*Please select all that apply
- I felt like the team addressed my pain, if I had any
- Working with office or support staff
- Working with nurses
- Working with my doctor or physician assistant
- Learning what to expect about my care
- Billing
- Other

We'd like to hear from you.

What would you like to do next?

*Please select all that apply
- Talk to us
- Send us a message
- Submit my experience

Thank You!

We appreciate you taking the time to provide feedback on your experience. If there's anything else we can do, please call us at 570-808-7826.

Give us your e-mail and we'll send you a confirmation.

(Optional) Email

Connect with us on social media.

Geisinger
ProvenExperience™ Program Results*

Pilot started October 2015. Program expanded to all patients November 2015

Refunds = $158,402
Adjustments = $613,473

*Results from October 2015 – June 2018
Professional Appearance

• Dress Policy
  • Consolidated multiple dress policies into one

• Uniforms
  • Nursing uniforms being implemented and in effect Jan 1, 2016
  • Uniforms and/or professional attire to be implemented in other areas
Consistent Communication will utilize the C. I. CARE model to prescribe the expectations, per example below for a generic outpatient clinic:

- **C**onnect with patients by addressing them as Mr./Ms. or by the name that they prefer
  - Smile, make eye contact
  - “Good Morning/Afternoon/Evening. Welcome to Knapper Clinic. How may I help you?”
  - “Thanks, Mr./Ms. <Last Name> - we’ve been expecting you!”

- **I**ntroduce yourself and your role
  - “My name is Lisa, I’m a nurse and I’m working with Dr. Smith today”

- **C**ommunicate what you are going to do; how long it is going to take; how it will impact patient
  - “I’m going to <explain each step in order>, and it will take a few minutes, and then I will let Dr. Smith know any important information before he comes in to see you.”

- **A**sk permission before examining the patient & anticipate patient needs, questions or concerns
  - “Do you mind if I go ahead and examine you?”
  - “You seem concerned. What are your biggest concerns/worries?”

- **R**espond to patient questions or requests with immediacy
  - If do not have answer: “Let me get back to you on that. I will follow up within <specific timeframe>”

- **E**xit courteously and/or with an explanation of what will come next
  - “As for next steps, <list steps>”
  - “Thank you for trusting us to care for you here at Geisinger.”
Summary

A world-class patient experience is important to the financial health of an organization

Electronic health records are a powerful tool

Clinical/financial information is becoming increasingly transparent

Engage and communicate with your customers

Always make it the best, for every patient, every time!
Revenue Cycle Excellence

Customer Engagement
- Adoption of Patient Friendly Billing® Practices
- Patient Engagement Pre-Service to Billing (MyVisit Model)
- Pricing Transparency (MyEstimate®)

Value-Based Model
- Employee Engagement
- End-to-End Revenue Cycle
- Performance Outcomes Incentive Program

Innovative Technology
- Commitment to continuous improvement
- Innovative Business Practices
- Leading Edge Technology
Questions?