



HC Junction Bridging the Chasm

The transition between medical offices and hospital providers is a significant issue for both patients and referring medical personnel. Referrers don't have the time to deal with the hospital scheduling process, thus scheduling return appointments for the patients, who are anxious to do so, is risky without the hospital appointment. Communicating the order and insurance approval information is additional work. As a result, much of the responsibility has shifted to the patient.

Patients face more expansive and confusing organizations to contact as hospitals expand services and contact points. Even centralized contact centers have limited accessibility forcing the patient to adjust to the hospital. Then the patient must communicate clinical information, understand preparations, deal with insurance requirements and maybe pay co-pays prior to receiving service. Finally, they must re-contact the MD office to schedule follow up.

"If you just do what your competition does, you don't win."

The decision to use your services is being made in this environment. How do you differentiate your organization in it? If you just do what your competition does, you don't win.

- HC Junction builds the bridge across this chasm by placing your assets at the fingertips of the office and patient when they make decisions.
- Then we simplify the subsequent multiple processes to receive your service.
- As a result, the hospital that provides this bridge to referral sources differentiates itself in the marketplace.

Revolutionary process for capturing market share by improving the patients and referrers experience.

Did you ever ask, "How did providers like Quest capture outpatient lab market share from hospitals or Cleveland Clinic dominate markets even when expanding into another state?"

- Both Quest and Cleveland Clinic fundamentally changed the referral process to solve a problem for referring physicians (Quest) or patients (Cleveland Clinic).
- Some competitors copied the approach while others, who did not, lost market share.

Consider most referral 'work' for your high margin services, or owned physicians' consults, has been shifted to the patient, as offices don't deal with today's hospital scheduling processes. Patients' primary interest is completing the order and reviewing results with the doctor; not visiting you.

Complicating factors have become significant such as

- insurers "guiding" the patient; and
- outside providers inserting doctors' offices, urgent care or outpatient sites, and now mini hospitals into your catchment area.

Example Opportunities (Annual Net Revenue)

3 HOSPITAL SYSTEM = +\$9.2 MILLION
50 PROVIDER PRACTICE = +\$3.2 MILLION

Be available in every office when patients make decisions. We've redesigned the typical referral process, while simultaneously working with medical offices to build revenue for our hospital clients, over the last five years. In our experience, the opportunity can equate to millions in annual Net Revenue for the hospital and the referring practice!

Redesign your referral process to:

1. Eliminate or drastically simplify the referral steps
2. Reduce referrers No-Show & Cancellation rates and call volume
3. Improve referrers patients' compliance rates
4. Increase their Net Revenue along with yours
5. Know & Access referrals daily

Referral process components include:

1. Communication Channel that eliminates the need for calls & faxes
2. Ability to schedule hospital services w/o contacting the hospital
3. Patient self service capability
4. Automated notification of 'off schedule' situations
5. Complete reconciliation of referrals
6. Reduced call durations for the hospital patient & scheduler
7. Dissemination of all open hospital capacity to every referral office
8. 24/7 accessibility w/o adding staff
9. STAT processing capability
10. Includes all services including
 - a. Physician consult services
 - b. Pre-Op & Direct Admit appointments
11. Rapid inexpensive implementation, minimal IT work & widespread referrer coverage.

To learn more schedule a private demonstration at www.hc-junction.com.