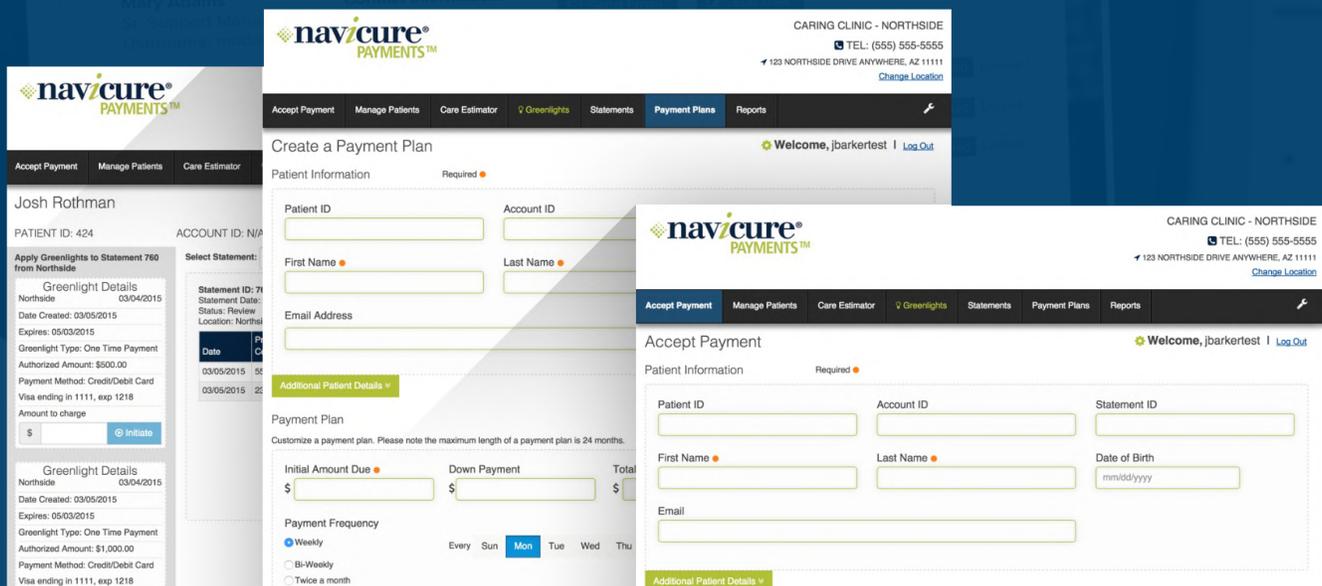




CASE STUDY:

Predictive Analytics Application Revolutionizes Revenue Cycle Management, Helping Improve Collections and Reduce Claims Denials



“ You can find developers anywhere, but developers that take the time and care about what they’re coding and think about what they’re coding is rare. I’ve got a team [in PointClear Solutions] that I can rely on. I don’t have to worry about it. ”

- Sean White, Product Manager, Navicure

THE CHALLENGE:

Navicure, a complete healthcare revenue cycle management company, wanted to develop a combined patient payment and billing system with two goals in mind:

- 1 To help its physician practice clients provide their patients with a means to better understand and estimate cost of care; and
- 2 To provide a single platform through which its physician practice clients could process insurance claims and collect payments from patients, to support improved efficiency and effectiveness.

THE SOLUTION:

After considering several options, including in-house development, Navicure engaged PointClear Solutions to design and build the new system. The application was to be built for physician practices and their patients, and needed to include two key modules:

Navicure® Care Estimator,™ a predictive analysis tool that estimates patient financial responsibility, providing full cost transparency, making it easier for patients to understand costs of care and for providers to collect payments.

Navicure® Green Light,™ a patient payment automation system that both guarantees on-time payments from patients, using stored patient financial information, and facilitates payment plans for patients unable to pay at one time.

KEY PROJECT DELIVERABLES INCLUDED:

- **User Research** – Understanding the user, creating user personas, and conducting stakeholder interviews
- **Usability** – Ensuring that the solution provided the best possible user experience
- **User interface (UI)** – Providing a clean, modern, consistent user interface
- **Process flows** – Researching, defining and documenting detailed process flows to determine how data moves through the Navicure system, including interfaces to external systems
- **Workflows** – Defining and documenting the full user workflows for each persona to help envision how the user navigates through the Navicure system

THE RESULTS:

Navicure's new platform significantly outpaced revenue projections and **generated more than \$1.6 million a month** in patient payment application sales during the first year for Navicure. In addition, the application helped accelerate cash flow and significantly increase revenue capture for Navicure's physician clients.

THE PLATFORM ALSO SUPPORTS:

- Improved medical staff productivity;
- Increased brand awareness, market share and brand reputation; and
- Improved patient satisfaction and confidence in providers.