



Spotlight: West Jefferson Medical Center

"Our medical necessity denials have decreased dramatically since implementing TRACE. We rarely have to appeal denials, which saves significant time for the case management staff."

**- Darlene Gondrella, RN, BSN, CCM,
Director of Case Management**

Who We Are

- 451 beds, not-for-profit
- Located in Marrero, LA; near New Orleans
- 1 of 3 area hospitals open during Hurricane Katrina; 1 of 10 now in operation
- One of nation's best hospitals, *US News and World Report*
- 5-star rating for clinical excellence, Healthgrades

Challenges before TRACE

- Lack of documentation
- Payment delays, underpayment
- Constant rework in collections
- Increased medical necessity denials
- Difficulty managing appeals
- Increased length of stay
- Delayed discharges

How We're Using TRACE

- Record notification calls to Medicaid using VoiCert
 - Improved turnaround time on claims payments by 30-60 days
 - Overturned additional 27% of medical necessity denials
 - Reduced medical necessity denials by nearly \$700,000 per year
- Autopopulate Medicaid notification form using FaxCert
 - 93% reduction in time required for notification of admission
 - 98% reduction in Medicaid response time
 - 64% reduction in number of Medicaid days denied

The TRACE Times is published quarterly and is filled with tips, highlights of new features, upcoming events, and more.

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- Broadcast fax discharge form to SNFs using FaxCert
 - Saved 5 hours per week on administrative tasks
 - Reduced time required for placement
 - Decreased Medicaid length of stay by nearly a full day
- Autopopulate discharge notification form using FaxCert
 - Reduced calls from payers related to discharges
 - Eliminated 200 calls and saved 26 hours per month
- Monitor records for quality checks using Tracker
 - Use Tracker as tool for annual reviews
 - Listen to calls for quality improvement
 - Use records for customer service improvement

Learn more about West Jefferson's success in their case study at ThePowerofProof.com.



West Jefferson Medical Center
Marrero, Louisiana

Top Proof Points of the Quarter

Overtured Denials

Texas Hospital

Communication Event: Web precert for outpatient procedures

Payer's Initial Response: Gave online notice of approval and issued precert number

Reason for Denial: Lack of precert

Proof Point: TRACE documented payer's online approval and precert number

Billed Charges: \$2,088.00

Net Recovered: **\$1,670.40**

Washington Hospital

Communication Event: Fax for notification of admission

Payer's Initial Response: No response required

Reason for Denial: Lack of notification

Proof Point: TRACE documented notification

Billed Charges: **\$57,039.69**

Net Recovered: Unknown

Florida Hospital

Communication Event: Call for inpatient certification of continued stay

Payer's Initial Response: Certified patient without clinical based on DRG requirement

Reason for Denial: Billing dispute; dollar amount of claim over stop/loss number

Proof Point: TRACE documented payer's approval

Billed Charges: \$691,362

Net Recovered: **\$380,000**

Two Stories from City of Hope

Communication Event: Authorization for 24-hour stay
At Risk: Denial for lack of clinical data

The Story: A 54-year old female patient was admitted to the City of Hope Cancer Center. The patient's physician dictated the patient history and physical for only the first day of her stay. On the second day, she received a CT scan showing fluid and metastatic cells in her abdomen. The physician wrote an order for an advance diet, and the hospital requested 24 hours to make sure the patient responded well to the treatment. The payer approved the request but later denied the claim, citing "lack of clinical data." The case manager used TRACE to locate the VoiCert record of the payer's approval, as well as the supporting clinical data including X-rays, labs and notes. The payer overturned the denial in one day, and the hospital recovered **\$16,812.83** in charges.

Communication Event: Concurrent review

At Risk: Denial for lack of medical necessity

The Story: A 29-year old male patient was admitted to City of Hope in March 2006 and diagnosed with acute leukemia. The hospital used TRACE to record a notification of admission to the patient's insurance company. A concurrent review was provided in April, and the payer responded with approval for all days. In June, the patient passed away. The next month, the billing office received a denial from the patient's insurance company. The payer's case manager stated that City of Hope did not provide sufficient clinical detail, denying the claim for lack of medical necessity. Along with evidence of 36 clinical reviews provided over a 92-day period, City of Hope sent transcripts of the VoiCert calls to the insurance company. The payer overturned the denial with approval for the entire length of stay, in part due to the evidence captured by telephone using TRACE. The hospital recovered **\$1,165,144.16** in charges as a result. "We know that sharing the TRACE transcripts of conversations between City of Hope and the payer played a significant role in helping us overturn this denial," stated case management director Anne Tanner.

The Power of Proof

Send us your Proof Points at ThePowerofProof.com!

Share Your Proof Points and Win!

ThePowerofProof.com is a web site dedicated exclusively to sharing success stories from hospitals like yours. Please take a moment to visit this site and see the variety of ways that TRACE adds value for customers in areas such as financial success, quality, efficiency and staff support. Do you have a Proof Point you'd like to share from your facility? Complete the proof point submission form at ThePowerofProof.com, and send it in. If your Proof Point is posted on our web site or published in an upcoming issue of the TRACE Times, you'll receive a \$50 gift certificate!*

*Note: Limit one per customer per quarter. To be eligible for the gift certificate, Proof Points must be submitted through the online form.



TRACE Customers in the Spotlight

Hear how TRACE customers have leveraged communication to get results! Attend their sessions at the following national conferences:

15th NICM Case Management Conference & 9th Annual ACMA Meeting (Las Vegas)

Visit the TRACE booth in the Exhibit Hall

"Make Your Case... Document Revenue Cycle Initiatives"

Wednesday, April 30; 10:15-11:30 am
Session 4D

Yvonne Focke, RN, BSN, MBA, Regional Director, Revenue Cycle Management, Mercy Health Partners

"Streamline Communication to Improve Patient Care and Performance"

Wednesday, April 30, 12:00-1:15 pm
Session 9E

Darlene Gondrella, RN, BSN, CCM, Director of Case Management, West Jefferson Medical Center

NAHAM's 34th Annual National Conference & Exposition (Dallas)

Visit TRACE at Booth #310

"Leveraging Communication to Enhance Revenue Cycle Performance"

Monday, May 5, 2:15-3:15 pm
Learning Lab Series IV

Florence Davis, BS, MBA, ACPAR, Director of Patient Access, Children's Healthcare of Atlanta

HFMA (Las Vegas)

Visit TRACE at Booth #850

"Using Documentation to Protect Your Revenue: The Best Offense is a Good Defense"

Tuesday, June 24, 2:30-4 pm
Session B09 (Panel Discussion)

- Michael Bennett, System Executive, Patient Business Service, Memorial Hermann Healthcare System
- Yvonne Chase, MBA HFMA, Patient Access Section Manager, Mayo Clinic Hospital
- Yvonne Focke, Regional Director, Revenue Cycle Management, Mercy Health Partners
- Angela Greener, Sr. Director of Integrated Health Management, West Jefferson Medical Center

TRACE Visits Houston

The TRACE team visited Houston on February 13th for a Users Group Seminar hosted by Memorial Hermann Southwest. Special thanks to Tony Lovett from Tenet Cypress-Fairbanks Medical Center for sharing his TRACE success story.

Here are some of the ideas attendees shared for using TRACE:

- Overturning insurance denials
- Documenting insurance benefits
- Monitoring calls for customer service
- Maintaining quality assurance

For more information about upcoming users group seminars, please contact Becky Collins at becky.collins@TWSG.com or 800.864.2378, ext. 563.



Taste of Trace

Hot Fudge Cake

1. 1 yellow cake mix
2. 1 large chocolate instant pudding
3. 8 oz sour cream
4. 3 eggs
5. 3/4 cup water
6. 3/4 cup oil
7. 1 Tbls. vanilla
8. 10 oz. chocolate chips
9. 1 cup pecans (optional)



Mix the first 7 ingredients until smooth. Add the chips & nuts (if desired). Bake for 50 minutes in a greased, floured bundt pan. Oven temperature per cake mix.

Serve very warm with ice cream, whipped cream, or just with a glass of milk.

Recipe submitted by TWSG employee, Leslie Evans. Thank you, Leslie!

If you have a short recipe you'd like to share with us, please e-mail it to Newsletter@TWSG.com and you might get to see it here!

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TRACE Training

TRACE Training Options

To register for the following popular webinars, go to <http://www.twsg.com/training/schedule.cfm>. These are Eastern Time zone:

- 2nd Tues. – 2:00 FaxCert
- 2nd Wed. – 12:00 TRACE Overview
- 2nd Thurs. – 2:00 Tracker
- 4th Tues. – 2:00 TRACE Overview
- 4th Wed. - 2:00 Tracker
- 4th Thurs. – 12:00 FaxCert

To schedule custom training just for your staff on any of our products, email us at Training@TWSG.com.

Go to <http://secure.twsg.com/training/training.cfm> for tutorials on Monitored Call, PixCert, & PC Call. These products lend themselves well to tutorials, which are available 24/7.

Automated Call, Monitored Call, PC Call & PixCert training is available upon request. E-mail Training@TWSG.com for more information.

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