



Banner Health

42.2%

THE PERCENTAGE INCREASE IN POS COLLECTIONS FROM 2013 TO 2017 AFTER CLEARIQ IMPLEMENTATION

\$31.8M

THE DOLLAR INCREASE IN POS COLLECTIONS FROM 2013 TO 2017 AFTER CLEARIQ IMPLEMENTATION

BANNER HEALTH INCREASES POS COLLECTIONS THROUGH IMPLEMENTING TOOLS FROM TRANSUNION HEALTHCARE



Banner Health operates 28 facilities in the Western and Arizona regions, ranging in size from 22 to 744 beds. All 28 facilities (including a Behavioral Health Hospital) now use TransUnion Healthcare's ClearIQ Patient Payment Estimation solution at their registration points. Their goal is to provide an estimate to every patient, every time.

“Our staff likes ClearIQ because it provides a patient responsibility estimate letter that is easy for them to explain to patients, and patients are appreciative that we are showing them what they are actually paying for upfront.”

- JENI ERIKSON

Senior Director, Patient Financial Services Admitting Department

Scenario

Forward-thinking Banner Health made it a top priority to provide timely, accurate and easy-to-understand estimates for every patient prior to service, which would also result in increased point-of-service (POS) collections. However, its existing Microsoft Excel-based internal tool could not account for more complex payer contracts, making it difficult for staff to generate accurate estimates for patients. It also could not provide professional estimate letters that staff could share with patients. Banner Health decided to meet this challenge head on by teaming up with TransUnion Healthcare.

Solution

Enter TransUnion ClearIQ Patient Payment Estimation. Front-end staff is now able to quickly create estimates and confidently ask patients for payments at point-of-service. TransUnion loads payer contracts into ClearIQ, enabling staff to produce estimates based on Banner's contracts with payers. The easy-to-use tool automates all the tasks necessary to generate an estimate. If a staff member forgets to include any codes that are normally performed together, ClearIQ's Auto Add technology will add them in for them. Staff likes the estimate letter because it helps them more easily explain the costs to patients. And patients can now easily understand the services in which they are being charged and receive an estimate of what they or their insurance are paying.

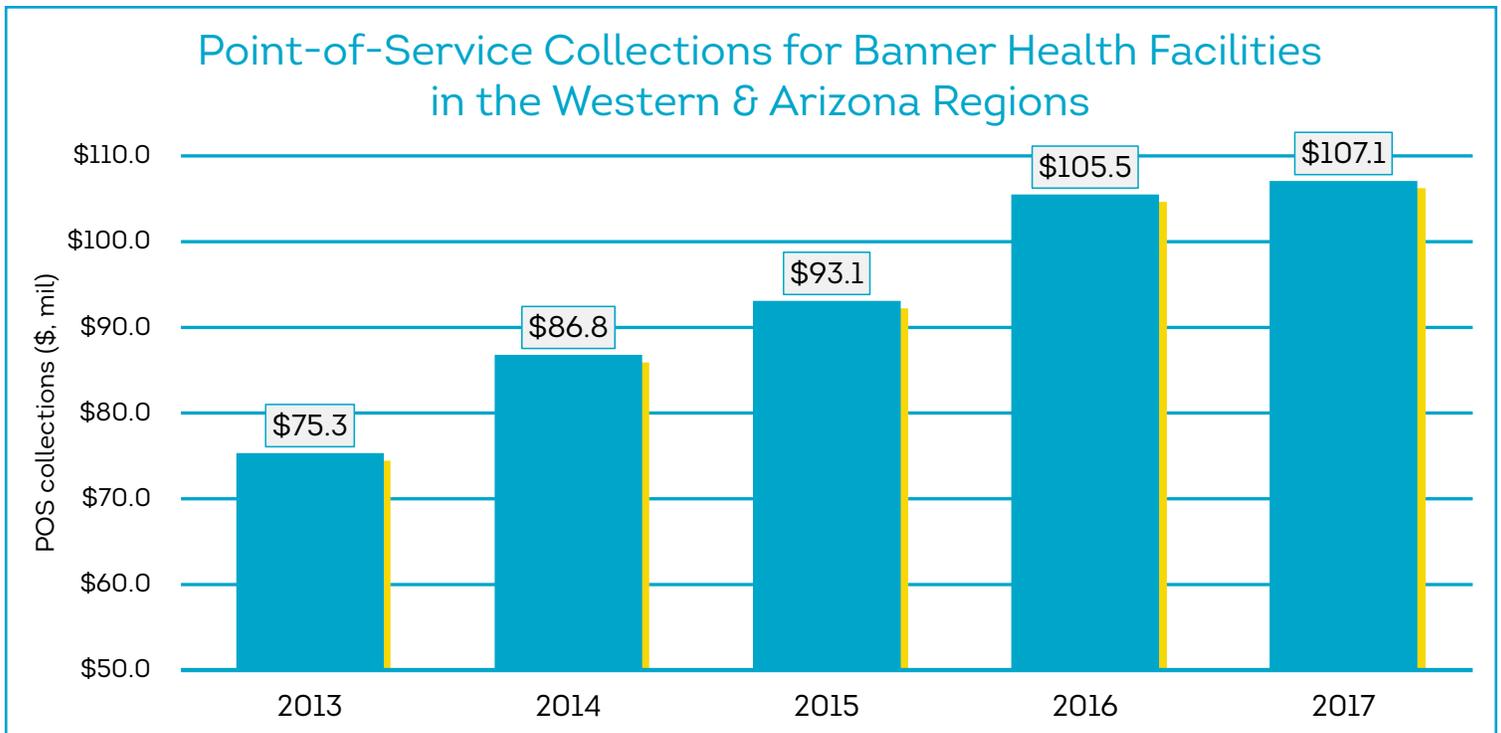
Results

Hands-on training and consultation from TransUnion Healthcare experts helped make the ClearIQ implementation smooth for staff. Since implementation in mid-2014, ClearIQ has helped Banner Health increase POS collections from \$75.3 million in 2013 to 107.1 million in 2017— a \$31.8 million increase. As a result, POS collections as a percentage of net revenue increased from 2% in 2013 to 2.26% in 2017.

In addition to a healthier bottom line, ClearIQ gives patients the transparency they want and deserve, and hospital staff the confidence and knowledge they need to perform the best job possible.

POINT-OF-SERVICE COLLECTIONS FOR BANNER HEALTH FACILITIES IN THE WESTERN & ARIZONA REGIONS			
	POS COLLECTIONS (\$, MIL)	CUMULATIVE GROWTH (\$, MIL)	CUMULATIVE GROWTH (%)
2013	\$75.3	-	-
2014	\$86.8	\$11.4	15.2%
2015	\$93.1	\$17.8	23.6%
2016	\$105.5	\$30.2	40.0%
2017	\$107.1	\$31.8	42.2%

NOTE: CLEARIQ IMPLEMENTED IN SECOND HALF OF 2014



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