

census success snapshot: Greystone Healthcare Management

Greystone Healthcare Management (HCM) of Tampa, Florida, sought to build census and increase revenue at its skilled nursing facilities. Greystone HCM selected the Referral Management System from PPS to automate and accelerate marketing, admissions and business intelligence. System rollout was swift, with 25 facilities and dozens of users in Florida, Indiana and Ohio set up, trained and using the system within a few weeks of the project kickoff. Greystone HCM now has 27 skilled nursing facilities using the Referral Management System.

building census, growing revenue and improving response times with the Web-based Referral Management System

Powerful Payoff: Greystone HCM Realizes Big Returns from Using RMS

Greystone HCM has realized significant improvements in census, performance, patient mix and revenue across all facilities in just six months since rolling out the Referral Management System in January 2010. Regional and system wide performance illustrates the tremendous returns:

Referral conversion rates at 88%, up from 56%

73% faster referral responses, from average of 30 minutes to 8

Increased skilled patient days (Medicare and Medicare HMO) by 11.5%

Census increased 5% over same period last year

Increased Medicare market share. Most recently, Greystone HCM compared Medicare patient days from January–October 2010, with the same 10-month period in 2011. Across 27 skilled nursing facilities, Greystone HCM increased skilled patient days (Medicare and Medicare HMO) by 11.5 percent, or more than 20,000 total patient days, giving upward swings to total revenue.

This performance reflects Greystone HCM's focused effort to offer specialized care delivery programs to attract and engage Medicare and HMO beneficiaries in their patient centered recovery programs. Greystone HCM credits the Referral Management System for helping its facilities and corporate managers adopt improved marketing, referral management and admissions processes. These processes improve speed and competitiveness, while providing reporting and business intelligence to document performance and guide successful strategies.

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Faster response sharpens focus on customer service: The 73 percent improvement in referral response times improves more than just conversion rates. Greystone HCM also indicates that improved efficiency enables admissions coordinators to focus more on exceptional customer service, such as greeting patients and families, pre-registering patients, and ensuring that rooms are ready well in advance of admissions.

Marketing intelligence: Greystone HCM has been able to obtain information about referral source trends, payer mix, win-loss, reasons for lost or declined patients, and other business intelligence that it could never capture before. In just one example, Greystone HCM realized that it was receiving a large number of referrals, with a high percentage of Medicare patients, from a city in which it does not even have any facilities. That prompted Greystone HCM to dedicate a marketing resource to build relationships with the hospitals and physicians in that city. Now Greystone HCM is receiving nearly twice as many referrals from that region, a market opportunity it would never have recognized without the reporting capabilities of the Referral Management System.

“ *The Referral Management System has changed the game in census and revenue growth for Greystone Healthcare Management. We’ve realized significant census and case mix gains by responding to referrals faster and more thoroughly. We’ve applied business intelligence we could never capture before to market smarter and more effectively. We’re enjoying a very productive partnership with Patient Placement Systems.* ”

Gregg Hopper, Corporate Director Business Development, Greystone Healthcare Management