

census success snapshot:

Cumberland Hospital for Children and Adolescents

Cumberland Hospital for Children and Adolescents serves the Virginia community by providing inpatient behavioral health solutions for children with complex needs.

Because of the specialized clinical care it provides, Cumberland's marketing and patient acquisition processes resemble those of a post-acute provider. Liaisons identify and assess patient referrals, and the Cumberland team assesses clinical and financial factors before accepting and admitting new patients.

enabling liaisons in a new model for census and revenue growth with the Referral Management System

With overall referrals and admissions declining, Cumberland sought to improve responsiveness, efficiency, census and revenue by:

- better prioritizing, managing, tracking the efforts of liaisons
- empowering liaisons to start the assessment and acceptance process from the field
- eliminating paper and manage documents electronically expediting the approval and admissions workflow

Additional \$720,000 in Revenue in a Single Quarter for Cumberland

Cumberland chose the Web-based Referral Management System to automate and accelerate its marketing and admissions processes. Cumberland started using RMS in April of 2009. A recent comparison of performance in the first three months of 2009 and 2010 reveals dramatic improvements:

**\$720,000 in
revenue added in a
single quarter**

**Reduced the time
to process a
referral by 51%**

**Referral conversion
rates at 37 %, up
from 19%**

**Admits increased
81% from Q1
2009 to Q1 2010**

Cumberland initially reduced the amount of time to process a referral by 51 percent. That additional time became critical to allow its staff the time needed to focus on other processes in their workflow such as gathering documentation required for funding approval. Also, since the implementation of RMS in 2009, conversion rates have nearly doubled, going from 19 percent in Q1 2009 to 37.1 percent in Q1 2010. Cumberland has realized an additional \$720,000 in revenue in a single quarter since the implementation of RMS.

“*I do know this; we could not have realigned our teams, put more people in the field to work on cases and have the information that we need when we need it without the efficiency that the Referral Management System has provided our organization.*”

Rich Shelton, Business Development Director, Cumberland Hospital for Children and Adolescents