



Customer Success Story

A.G. Rhodes Homes

A. G. Rhodes Homes Streamlines Admissions With PatientPlacement.com

For more than 100 years, the A. G. Rhodes Homes nursing care facilities have served the elderly of Atlanta by adhering to the philosophy of caring people, caring for people. The original A.G. Rhodes Home, founded in 1904, was one of the first three nursing home organizations to be licensed in the state of Georgia. Today, the Rhodes Homes are three of the few not-for profit nursing home facilities operating in Georgia, providing long-term care, short-term rehabilitation, as well as care for patients suffering with Alzheimer’s disease. Foundation grants, private donations and memorial donations help make it possible for the Rhodes Homes to continue Amos Giles Rhodes’ wonderful gift of providing care to patients regardless of their ability to pay.

the challenge

The A. G. Rhodes Homes operates facilities at three locations around Atlanta: Decatur, Cobb County, and Metro Atlanta. Among all three facilities, approximately 50 referrals come in each day from hospitals, doctor’s offices, families and other sources. The majority of referrals come over the fax machine, with the average referral between 40 and 60 pages. That’s potentially 2,500 pieces of paper that the staff has to track and attempt to manage each day.

The Rhodes Homes have an interdisciplinary team that reviews the incoming referrals to ensure that the care the patient requires corresponds to the openings that are currently available. Sharing information, including any comments from the staff, and then assessing and responding in a timely manner was difficult. Capturing meaningful data from each site for analysis from a central location was not an easy task either.

As many other not-for-profit entities, the Rhodes Homes face ever-increasing challenges as they strive to continue serving elderly patients through nursing care facilities at a reasonable cost. The Rhodes Homes looked at their referral and admissions processes and concluded that this was an area that could be improved. They needed a way to efficiently manage their manual fax-based referral process, increase operational efficiencies and trim costs.

“The Referral Management System from Patient Placement.com has helped us tremendously to streamline our admissions processes and increase our efficiency, as well as with our quality of service and responsiveness, not only with the hospitals, but with the patients and families as well.”

Kellee Chassner, *Director of Marketing*, A.G. Rhodes Homes

snapshot

Challenge: A three-location, not-for-profit skilled nursing and rehabilitative services organization must streamline referrals, increase operational efficiency and reduce costs.

The Patient Placement Systems Solution: Referral Management System Enterprise Edition, the automated Web-based referral management solution for multi-location continuing care providers.

The Benefits: The Referral Management System facilitates efficient and cost-effective admissions, eliminating manual, time-intensive processes for managing thousands of paper fax pages per year, providing at-a-glance analytics, thereby driving significant savings and better service to patients and their families.

the Patient Placement Systems solution

The A. G. Rhodes Home turned to the **Referral Management System™ (RMS) Enterprise Edition** from Patient Placement Systems.

Patient Placement's RMS system is an intuitive Web-based solution that the staff found easy to use right from the beginning. Patient Placement provided training and the RMS system was up and running within several hours. Patient Placement also helped implement ideas that were tailored to the specific requirements of the Rhodes Homes' admissions offices.



The Rhodes Homes noticed improvements right away.

The admissions department became much more efficient and responsive. Now when referrals come in on the dedicated toll-free fax lines from physicians' offices, hospitals, or other sources, the RMS system immediately converts them into PDF files and captures them online. Instant alerts via fax, e-mail, online or mobile devices enable admissions staff to respond quickly. With all relevant referral information immediately available online, in one central location, the admissions team can receive, review, distribute, track and respond to referrals quickly and efficiently.

Not only did the Rhodes Homes dramatically reduce time spent waiting for referrals at the fax machine, they realized cost savings on supplies as well. The company estimated it previously used nine reams of paper at each facility, every few days. Now the admissions staff only prints what is needed from the referral document, versus what is sent – a big savings in time and supplies. The RMS solution is helping the Rhodes Homes green initiative as well.

The reporting capabilities of the RMS system are another tool that the Rhodes Homes administrative staff has come to rely upon. At any time, they know at a glance where referrals are coming from, how many accepts, why a patient couldn't be accepted or why another facility was chosen. Any notes pertinent to the case can also be reviewed online, eliminating the need for hand-written notes in file folders.

And, since the RMS system is hosted on Patient Placement servers, important patient information is secure, without additional burden on A.G. Rhodes' IT staff.

benefits

The PatientPlacement.com Referral Management System provides the referral management efficiency and cost savings that addressed the A. G. Rhodes Home challenges:

- A real-time, consolidated view of all referral activity for single or multiple facilities increases control, responsiveness, efficiency and cost-savings
- Automated referral communications and processes across the central Rhodes Homes corporate office and nursing facilities streamlines and improves admission processes and patient placements
- Instant alerts by fax, e-mail, online or mobile device enable admissions staff to respond immediately to referral sources, increasing long-term care admissions and raising the quality of service
- Live Referral Analytics let the corporate staff and individual locations make swift, strategic decisions and adapt services and products based on demand and referral characteristics
- Dedicated fax lines eliminate bottlenecks and long-distance charges for A. G. Rhodes Homes referral sources
- Assured, secure transmission, storage and tracking of documents with personal health information delivers simple, provable HIPAA compliance across multiple locations