# QUALIFY HEALTH

CASE STUDY

GREATER BALTIMORE MEDICAL CENTER

QUALIFY HEALTH

Automatically match financial assistance to patient bills. Reduce administrative burden, enhance patient care and recover bad debt.

Qualify Health offers risk-free adoption with no-code integration. Plus, no upfront fees with our unique pay-for-performance model. We get paid when you do.
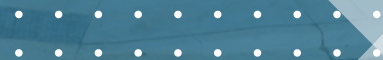
EXECUTIVE SUMMARY

The Greater Baltimore Medical Center (GBMC), is one of the largest community hospitals in the Mid-Atlantic and its Oncology department plays a crucial role in serving cancer patients in the community.

The Oncology department is accruing signficant bad debt, $1 Million annually.

GBMC is committed to providing high-quality, patient-centered care while maintaining financial sustainability.

OBJECTIVES

Target patient billing process early
Avoid bad debt
Improve revenue recovery

QUALIFY HEALTH SOLUTION

Targeted screening process

Maximized diverse funding sources including copay cards and free drug programs

Relieved adminsitrative burden on GBMC staff

RESULTS

$1 Million in patient savings in 6 months

Reduced bad debt by 70%

$2 Million financial benefit projected within the first year

70% DROP IN BAD DEBT
$2M FINANCIAL SUPPORT

GBMC INTRODUCTION

Largest Community Hospital in Mid-Atlantic

The Greater Baltimore Medical Center (GBMC) in Towson, Maryland, is a 342-bed facility handling over 23,000 admissions and 52,000 emergency room visits annually. With nearly 1,100 physicians on staff, it's one of the largest community hospitals in the Mid-Atlantic region.

U.S. healthcare spending is expected to grow from $3.5 trillion in 2017 to $6 Trillion by 2027. (Source: Centers for Medicare & Medicaid Services)

23,000
Admissions

36.3 Million patients are admitted to US hospitals each year.

The cost of cost of patient admissions in the US is projected at $511.8 Billion annually.

52,000
ER Visits

CDC reports that there were ~130 Million ER visits in the United States in 2021.

6,120 hospitals in the United States are affected by ER visit costs.

GBMC is committed to providing high-quality, patient-centered care while maintaining financial sustainability. The Oncology department, in particular, plays a crucial role in serving cancer patients in the community.

GBMC's Oncology business was accruing over $1 Million per year in bad debt, primarily due to patients unable to afford their treatment, especially chemotherapy drug costs.
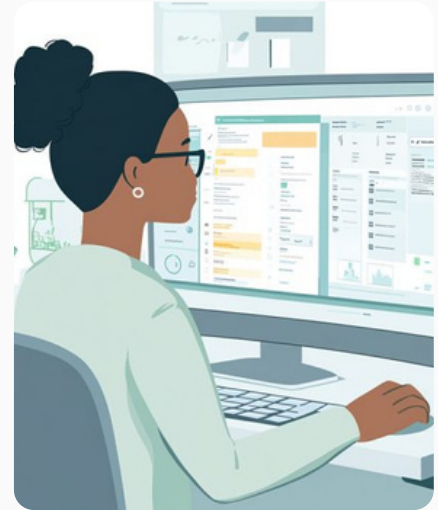
GBMC needed a solution to provide financial assistance, while maintaining high patient satisfaction and reducing administrative burden.

DID YOU KNOW?

50% 2% of patients account for 50% of an oncology center's bad debt

55% 55% of cancer survivors 18-64 yo have $10,000+ in medical debt

20% 20% of cancer patients report out-of-pocket expenses over $10,000

CHALLENGES

Despite GBMC's commitment to patient care, the hospital faced several significant challenge

- **High Bad Debt** - patients unable to afford treatment, especially for expensive cancer treatments e.g. chemotherapy drug costs.

- **Financial Toxicity** - 25% of cancer patients choose not to get recommended healthcare services due to cost concerns.

- **Time-sensitive Opportunities** - rapid opening and closing of funding cycles make it difficult to capitalize on assistance.

25% OF CANCER PATIENTS CHOOSE NOT TO GET RECOMMENDED HEALTHCARE SERVICES DUE TO COST

- **Complex Funding Landscape** - managing the many financial assistance programs, including grants, foundations and copay assistance is overwhelming.

- **Administrative Burden** - the current financial assistance process was time-consuming and labor-intensive for staff.

QUALIFY HEALTH SOLUTION

Maximize Funding Options
Leverages all funding options, particularly for high-demand diagnosis like breast and colon cancer.

Address Outstanding Balances
Helps source options for past bills that had accrued.

Full-cycle, from Matching to Payment
Identifies eligible patients, and manages the entire applications process from denials to payment.

Find Additional and Non-Traditional Options
Sources external and non-traditional funding options, such as copay cards and foundation support.

Improved Transparency
Provided the finance team with regular updates on patient accounts.

ZERO UPFRONT COSTS

WORK WITH EXISTING SYSTEMS

FIND MORE FUNDING

MATCH FOR PAST-DUE BALANCES

ZERO UPFRONT COSTS, Retroactive and Real-time Matches
Qualify Health exceeded GBMC's needs. It reduced bad debt, improved patient satisfaction and provided substantial financial benefit to the hospital and its patients.

Qualify Health maximizes funding options with zero-upfront costs.

We deliver results

> Qualify Health's solution provided enormous relief to patients, with some seeing reductions in their bills exceeding $50,000 through retroactive financial assistance.

Results for GMBC

$10M
REVENUE RECOVERED

70%
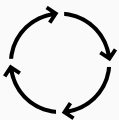LESS BAD DEBT

4,000+
PATIENTS HELPED

QUALIFY HEALTH
SOLUTION

Retroactive and Real-time Matches
Patient bills were reviewed with 12 month historical and ongoing.

Full-cycle Application Management
Qualify Health handled the entire application process, from submission to determination, including follow-ups and resolution.

Automated Monitoring
The system continuously monitored foundation openings, allowing for immediate patient enrollment when funds became available.

Seamless Integration, No-code
The solution integrated directly with the client's existing systems, requiring minimal IT involvement for a a smooth implementation process.

Maximized Assistance Opportunities
The real-time monitoring of foundation openings ensured that no eligible patient missed out on available funds.

Case Study: GBMC

QUALIFY HEALTH RESULTS

Within the first 6 months of implementation, Qualify Health's solution delivered impressive results, expected to provide over $2 million in financial benefit within the first year of operation.

Over $1M in Patient Savings
Over $1 million in patient savings within the first 6 months.

Reduced Bad Debt
70% decrease in bad debt.

Improved Patient Satisfaction
Patients were thrilled with the outcomes, especially in cases where bills were reduced by more than $50,000.

Staff Relief, Reduced Administrative Burden
Staff, previously taxed with managing thousands of patients and their copay cards, foundation funds, and free drug programs, had more time for patient care.

Increased Transparency
Qualify Health provided the cancer center's finance team with regular updates on patient accounts and payments received.

Maximized Assistance Opportunities
The real-time monitoring of foundation openings ensured that no eligible patient missed out on available funds.

Conclusion

Recover Revenue, Reduce Bade Debt, Improve Health Outomes

Recover past revenue, reduce administrative burden, and improve patient financial outcomes without significant upfront investment or IT resources.

By leveraging Qualify Health's feature set, GBMC significantly reduced bad debt, improved patient satisfaction, and streamlined their revenue cycle process. The no-code integration and pay-for-performance model ensured a risk-free implementation with almost immediate time-to-value.

Qualify Health's automated solution enabled GBMC to not only achieve its initial objectives, but also set a new standard. A standard in how the critical issue of financial toxicity in cancer care is addressed, and critical financial relief to cancer patients is provided.

Most notably, Qualify Health's solution

- worked with existing systems and patient advocacy teams
- expanded financial support options
- provided relief for past-due accounts and monitored ongoing treatments

This case study demonstrates the significant impact that Qualify Health can have on healthcare providers and patients; simultaneously improving a hospital's financial performance and enhancing quality of patient care.

$10M
REVENUE
RECOVERED

70%
LESS
BAD DEBT

4,000+
PATIENTS
HELPED

QUALIFY
HEALTH

GET STARTED

QUALIFY HEALTH

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