

Using Health Intelligence Technology to Improve Patient Outcomes

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Online Webinar

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Presentation Synopsis

When patients need hospital care, their ability to pay should not be their primary concern. Yet, rising health care costs, economic conditions, employment issues, and an increasingly complex range of payment options make health care expenses one of the most challenging issues faced by patients.

Engaging with patients at the onset of their hospital experience allows the provider to quickly diagnose the optimum pathway or segmentation for the most successful outcome which not only involves account resolution but also a great patient experience. By leveraging patient segmentation beyond propensity-to-pay will allow a hospital to create tailored solutions for a particular patient group that they can embrace.

Objectives

- Develop segmentation framework that enables understanding, measuring, and predicting of consumer health care behavior
- Establish integration models that promote accountability for patient populations
- Move beyond propensity-to-pay when segmenting patients
- Increase cash collections while improving patient experience
- Utilize patient segmentation to reduce costs in your revenue cycle

Questions? Contact:

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Presenters:



Aimee Newson
Senior Director – nThrive

Aimee Newson is the Senior Director for Patient Eligibility for nThrive where she leads operations for eligibility services for multiple clients/hospitals across six states. Prior to this role, she was managing patient eligibility services at Adreima for acute care hospitals, which included responsibility for a CBO. Aimee has in-depth knowledge of eligibility requirements, at both State and Federal levels, and extensive experience in providing access to care to healthcare providers' most vulnerable community members. She has the insight needed to understand and navigate the complexities of eligibility services as its delivery changes in the healthcare industry.



Nicole Thomas
Patient Access Director – nThrive

Nicole Thomas is the Patient Access Director on the National Sales Strategy team for nThrive. She serves as a subject matter expert and is responsible for supporting both the Commercial Organization and Patient Access Service Delivery Teams in expanding nThrive's national footprint and strengthening the Patient Access Services solutions.

Prior to nThrive, she served as a Vice President of Operations for an emergency communications company with a focus on business continuity for healthcare systems for two years. She is a successful leader with 18 years of progressive experience in healthcare, technology, account management, and sales.