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June 4th - 6th, 2009

**Additional speaking engagements are being scheduled now. Updates can be found on our [website](#).**

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### Hospitals Report Bad Debt Increases

Ninety-seven percent of hospital administrators representing 22 hospitals in 15 states said they are seeing a rise in the uninsured and underinsured populations, resulting in increased bad debt and further straining charity programs, according to Trans Union. Nearly half of the survey respondents experienced a 6 to 10 percent increase in the uninsured and underinsured population since the beginning of 2007 with another 28 percent observing an increase of 11 to 20 percent.



[Read Complete Article >>](#) (PDF)

How much has your bad debt increased since Jan 2008? [Instant Poll >>](#)

### Case Study: Increase Cash Flow While Decreasing Bad Debt

Hospitals have always looked for effective ways to increase cash flow and reduce the volume of accounts charged off as bad debts. Increasing patient responsibilities due to rising co pays, higher deductibles, and larger numbers of underinsured and uninsured, make it imperative to take action. This one case study demonstrates how a Midwest hospital successfully tackled this problem and was able to reduce the burden on their staff while properly servicing self-pay accounts at the same time. [Read Complete Case Study >>](#) (PDF)

### Annual Report: Performance, Efficiencies Increase

Even with the economic hardships of 2008, KeyBridge generated a 63 percent increase in new business, and achieved a 43 percent increase in efficiency. Scott Koenig, President of KeyBridge reviews the company's major strategies and initiatives that provide hospitals and physician practices with the means to deal with today's revenue cycle challenges. [Read Complete Report >>](#) (PDF)

### Survey: Data Accuracy Top Issue

According to a 2008 survey of hospitals and physician practices conducted by KeyBridge, the top 5 issues concerning the medical industry when it comes to accounts receivable management are:

1. The impact of data accuracy and inclusion on revenue collection
2. Collection process improvement for self-pay accounts
3. Effective insurance follow up
4. Collecting more money at the point of service
5. Effectively identifying and qualifying patients for charity care

Take 2 minutes to let us know what is important to you in our [Voice of the Customer Survey!](#) The results are used by KeyBridge to develop relevant Thought Leadership tools that will help you address the major barriers to collecting revenue.

## Charity Care Scrutinized by IRS

Non-profit hospital charity care remains under scrutiny at both the federal and state level as many continue to question whether hospitals provide the level of charity care and community benefit necessary to justify their tax breaks.

In particular, Senator Charles Grassley, ranking member of the Senate Finance Committee, continues to push for increased accountability and transparency of the nonprofit healthcare sector. Grassley is expected to introduce a federal bill that would require nonprofit hospitals to spend at least 5 percent of their budgets on charity care. A federal bill is also anticipated that will standardize the definition of charity care.

Additionally, the Internal Revenue Service (IRS) will increase the transparency of charity care provided with a new reporting requirement for nonprofit hospitals. Starting next year, the new IRS 990 tax form will require nonprofit hospitals to detail the amount of charity care provided. [Read Complete Article >>](#) (PDF)

## In the News

### Awards

The 2008 Noble Systems SNUG Award for Best Practices was given to KeyBridge for its call center technology. Efforts leading to the award included the creation of the KeyBridge Online Payment system, human technological advancements to our telephone communication scripts, and substantial expansion of our back-office outsourcing programs.



KeyBridge's Luke Ralston (left) accepts the SNUG award for Best Practices

### Staff Update

Dave Morrissey, Director of Development's role has recently expanded to oversee quality control and compliance. Morrissey received the 2008 Award for Outstanding Service from the Medical-Dental-Hospital Business Association (MDHBA). [Read More >>](#) (PDF)

### Presentations

You can catch KeyBridge on the podium at these upcoming events:

- Medical-Dental-Hospital Business Association (MDHBA) Institute  
June 4th - 6th, 2009
  - Account Scoring: Using it to Set Work Standards  
*Presenter: Toby Dick, Director of Collection Operations, KeyBridge Medical Revenue Management*  
Predictive Scoring Models: A statistical method to predict what will happen based on what has happened. Allocate your resources where they can be more productive by streamlining your process to make smarter and more consistent data-based decisions. See how you can collect more from the consumers that are going to pay, faster
  - A Lean Economy Spells Opportunities for Sales  
*Presenter: Aubrey Winkler, Account Executive, KeyBridge Medical Revenue Management*  
In a lean economy, retaining profitable clients and maximizing new selling opportunities is imperative. Learn tools that will enable you and your sales team to better understand what is important to prospects so you can exceed their expectations.

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