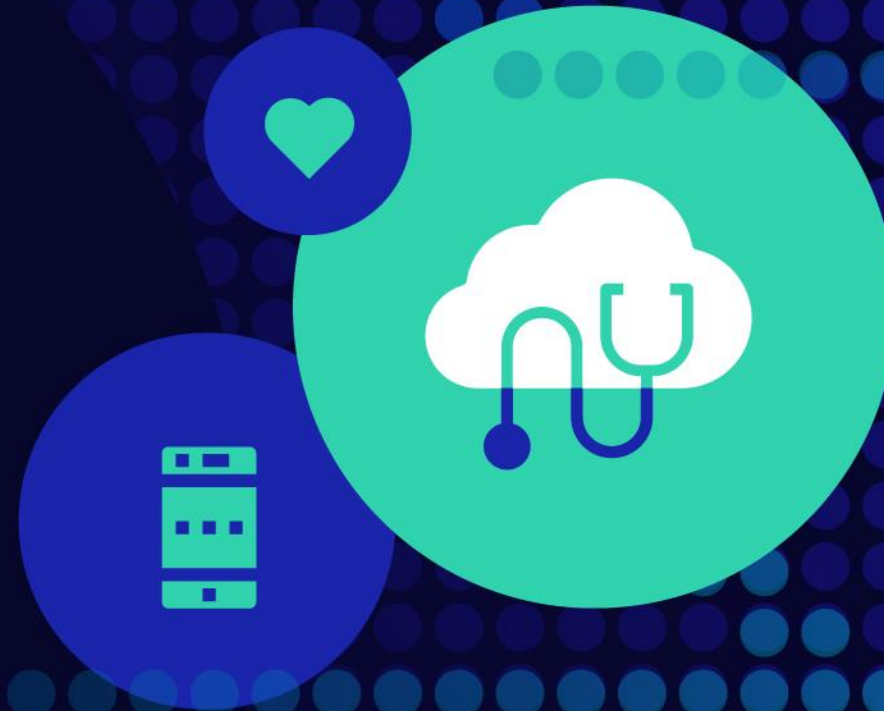


**HIMSS** NORTH CAROLINA CHAPTER

**"How to use Relations and Reporting to bring Data Literacy to your Customers. The UNC Rev Cycle Model for Analytics."**

October 2 - 3

Raleigh, North Carolina





Jason Hester has worked for UNC Health for over 10 years, starting as a Reimbursement Analyst and working his way to Practice Relations Director for Surgical Services. Jason's work in Revenue Cycle has allowed him to help the Departments and Clinics he supports increase revenue. Jason has a bachelor's degree in Psychology from Appalachian State University and an MBA from Ole Miss.



David Jinorio Swanson has worked for UNC Health for over 5 years and has worked in Revenue Cycle Analytics for 10 Years, starting as a Consultant and now serving UNC. Dave has a bachelor's degree in Human Services and a Master's in Finance and Accounting.



**"In a world of more data,  
the companies with more  
data-literate people are  
the ones that are going to  
win." — Miro Kazakoff,  
senior lecturer, MIT Sloan**



# Agenda



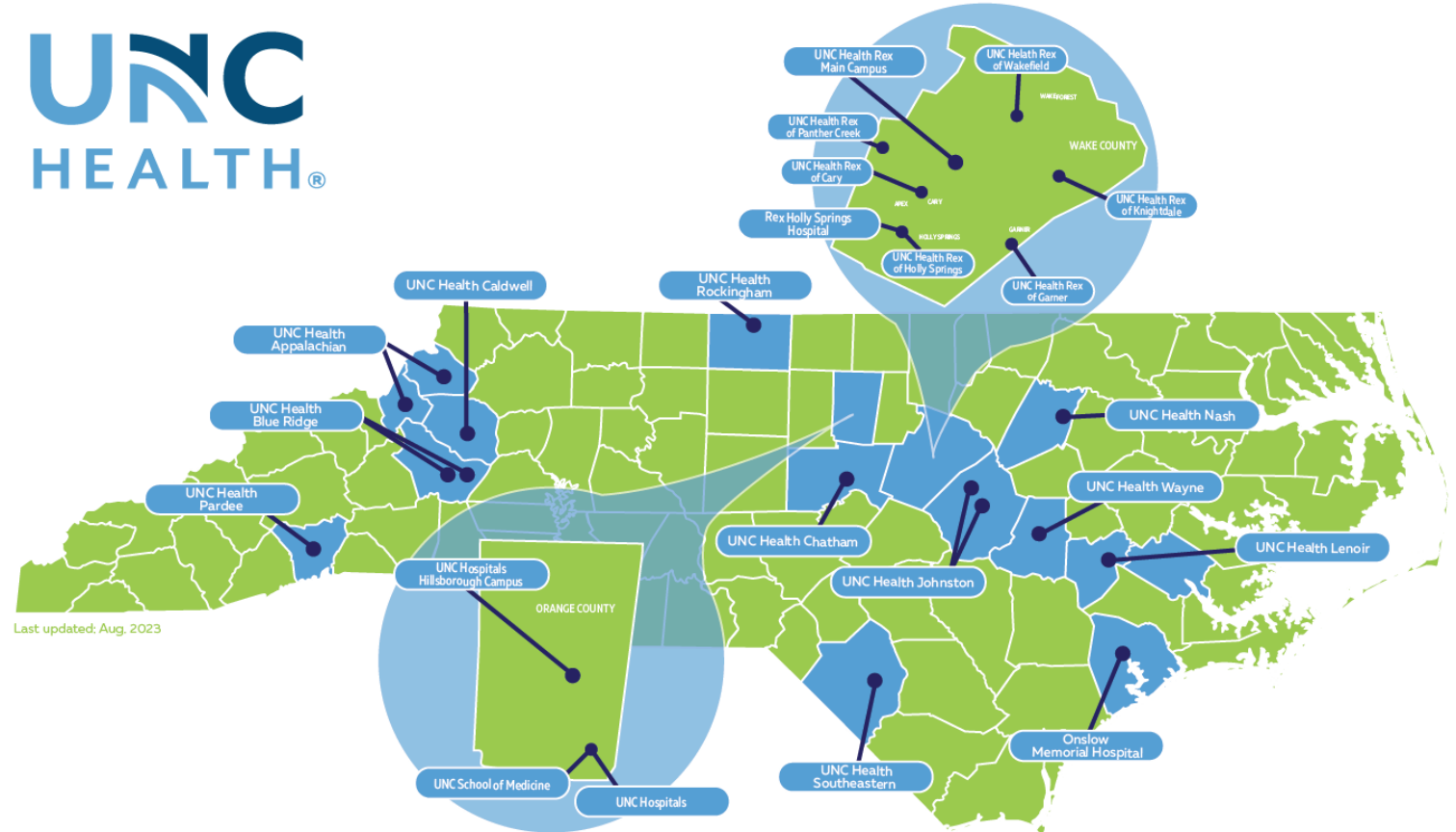
- Who do we serve?
- How do we apply Community Analytics?
- Groups involved with Rev Cycle
  - Operational
  - Project Based
  - Business Analytics
- Example of methodology
  - Charge Lag
- Questions?



# Who do we serve?



- Our team consists of 40+ analysts across the department
- We partner with 1600+ other Revenue Cycle employees to help share a story
- We serve 6 Hospitals and all Physician Billing for UNC Health



# Revenue Cycle Analytics Community Member Groups





# 5 Principles for Community Analytics



## Empowerment

- Every member has a responsibility to serve the department and their needs

## Inclusion

- Every member of Revenue Analytics has a voice and is heard.

## Responsibility

- Every member owns their specialty and acts as the SME for the department.

## Equity

- Each team is the master of their area and each area is respected in the community.

## Transparency

- Data Collection is clear and open. When a new metric, vision of looking at the data, or operational change occurs it is shared with the community

# Operational Analytics



- Smaller teams that have a focus on their operational areas
- All projects are focused on process improvement with mind.
- They are SMEs of their Revenue Cycle Specialties process
- Any metric is started by working with them to understand the process behind the metric.







## Operational Leaders

Physician  
Billing  
Analytics

Hospital  
Billing  
Analytics

Estimate  
Analytics

Financial  
Assistance  
Analytics

Medicaid  
Eligibility  
Analytics

Authorization  
Analytics

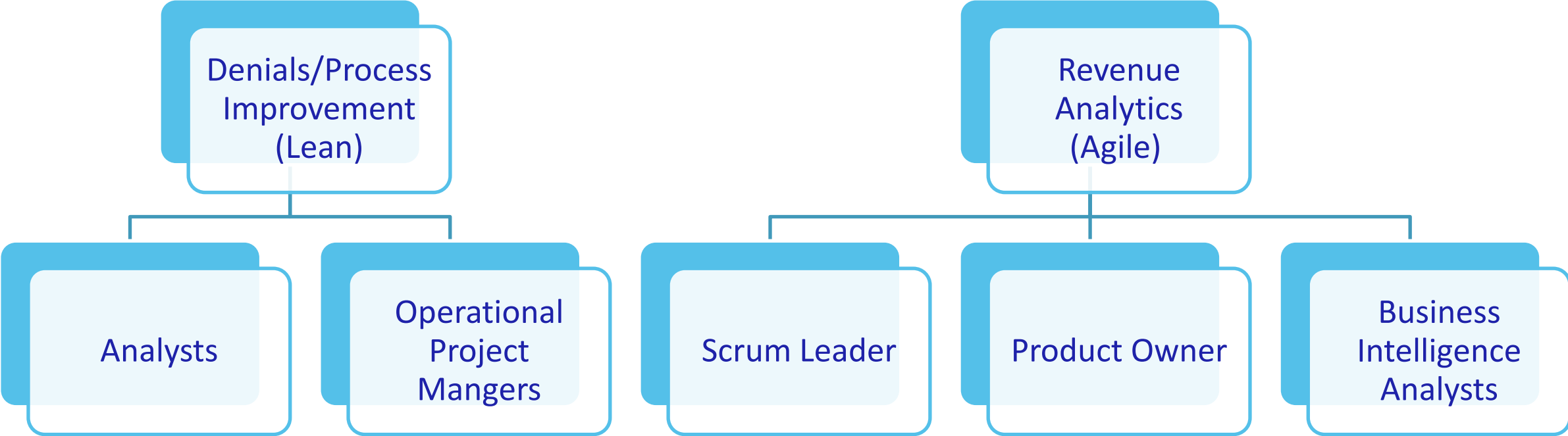
# Project-Based Analytics



- Medium size teams that focus on one project at a time
- Most projects focus on a specific issue or metric that spans across multiple groups
- They are SMEs of the Revenue Cycle and how it is connected but not of specialties.
- Liaison to the Data Community for Rev Cycle needs



# Who are Project Based Analyst







- What does a Practice Relations Director do?
  - Direct liaison for clinical departments and practices for all things related to the professional revenue cycle
  - We provide reporting and analysis, business intelligence, and operational support for the departments we provide service to
- How do we benefit from community-based analytics?
  - We have local expertise in both subject matter and the data
  - Community-based analytics is an interconnected web of resources directly at our disposal
  - We are able to collaborate with operational analysts with subject matter expertise on certain reporting products, this allows for more efficient and accurate reporting and analysis

# Analytics in Action



- PRDs and Revenue Cycle Analysts leverage tools created by community-based analytics groups to provide data-driven insights to clinical departments across the UNC Health enterprise
- We have multiple Tableau dashboards to help provide data and insights for our departments
  - Charges, Receipts, wRVUs, AR, denials, bad debt and other preventable adjustments, point of service collections, charge lag, etc. are just a few examples of dashboards at our fingertips 24/7
  - Operational analysts have created dashboards to identify different pockets of AR, sources of denials, and other metrics to measure productivity and the churn of claims through the revenue cycle

# Charge Lag Example



- What makes up the Charge Lag?
- The Charge Lag is made up of several components with different “owners”
- Charge Lag Metric determines the amount of time it takes from a procedure/service performed and when it becomes a charge
- The Charge Lag is calculated in days and breaks down who controls the charge

% Chg Lag Within 8 Days			
79.13%			
Total Days	Provider Responsibility Lag	Charge Entry Lag	Charge Review Lag
6.5	3.5	0.9	2.2





# Charge Lag Example

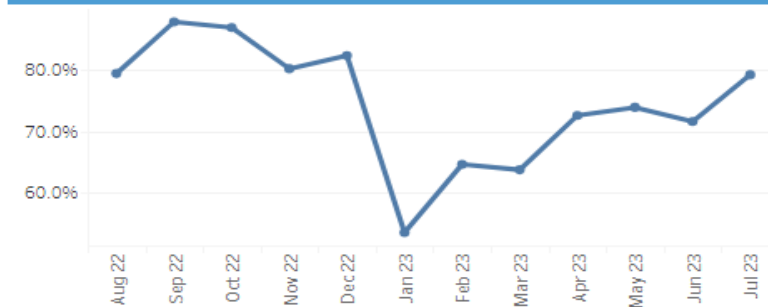


## % Chg Lag Within 8 Days

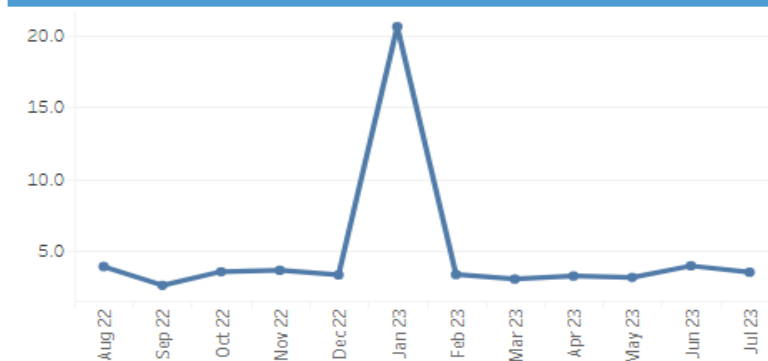
79.13%

Total Days	Provider Responsibility Lag	Charge Entry Lag	Charge Review Lag
6.5	3.5	0.9	2.2

## % of Original Charges Posted within 8 Days



## Provider Responsibility Charge Lag



## Providers with Open Ambulatory Charts

Provider	# of Open Charts (12 Months)	Average Aging in Days	Oldest DOS
MD1	8	31	4/17/2023
MD2	4	14	7/13/2023
MD3	3	196	12/8/2022
MD4	3	41	6/23/2023
MD5	1	62	6/6/2023

## Provider Lag for Charges Posted Last Month

Provider	Lag	Count	Charge Amount
MD1	8.7	321	\$121,745
MD2	6.3	238	\$81,747
MD3	6.2	230	\$94,718
NP1	4.3	16	\$1,570
MD4	4.1	77	\$31,192
MD5	3.4	319	\$261,615
MD6	3.0	350	\$171,651
MD7	2.8	195	\$152,857
NP2	1.6	114	\$22,652
MD8	1.4	225	\$82,027



- For us the goal is not to give the customer access to reporting/data
- The goal is for the customer to understand the story behind the reporting
  - We don't just answer one question.
  - Our community is able to answer:
    - What is our metric number?
    - Why is the Metric at its current state?
    - Who was involved in getting that metric number where it was at?
    - Where can we find improvement (Clinical, Revenue, or Payors)
- One report and one team cannot answer all those questions?
- It takes a Community

Questions?

