# ZOLL. | DATA SYSTEMS

## CASE STUDY
### How Inovalon Delivered a Double-digit Increase in Insurance Collections for its Collections Agency Customer

**inovalon®**

## THE OPPORTUNITY

Inovalon, Inc. (Inovalon) a leading provider of cloud-based SaaS solutions, wanted to help a collections agency customer in the Southeast U.S. overcome the limited access to data and insurance carriers that was hindering its ability to recoup payments.

As a collection agency for providers such as radiology groups, urgent care facilities, and hospitals, Inovalon's customer must locate payer accounts efficiently and quickly. Since the accounts are often 90 to 120 days old, timely filing is critical. With a previous vendor, the customer hit roadblocks getting the most useful data from the most valuable carriers . The complex platform created deficiencies in the information they received, adding delays and reducing the agency's collection rate.

According to the customer's chief operating officer (COO), "About a quarter of our revenue is generated from insurance payments. We get these accounts a little bit later in life, so we have a very small window of opportunity,"

The platform the customer had been using was very complex and not user-friendly. Agents had to spend time just navigating the software, and they struggled to access data in a readable format. A more efficient and proactive approach was required, and the ZOLL® AR Boost® Insurance Discovery tool built into the revenue cycle management solution suite on the Inovalon ONE® Platform was the perfect solution.

## THE SOLUTION

The user-friendly, customizable ZOLL AR Boost Insurance Discovery tool (powered by the Inovalon ONE Platform) enabled the collections customer to easily view data they wanted to see quickly and without limitation. The tool made uncovering the data they needed much easier and helped to replace guesswork with reliable data and increased workflow efficiencies.

> "Adding Insurance Discovery to the Inovalon ONE platform has proven to be a significant benefit to our customer base. Providing our customers tools that leverage technology and data to spend less time on administrative tasks and focus more on patient care has always been at the core of our mission. We are now able to let customers efficiently identify proper beneficiary coverage at the push of a button vs. hours of calls into insurance companies or logging into various portals outside of normal workflows. This tool helps drive down costs across the industry and ensures more time is focused on the practice of medicine rather than the business of medicine."
>
> — MICHAEL QUINN, *VP, STRATEGIC PARTNER DEVELOPMENT, INOVALON*

"It's great to be able to check off boxes and pull in the data that you actually need," Inovalon's customer COO explained. "Our agents simply log in and choose the categories they want to see, whether it's a specific insurance company, active, or inactive coverage. They can quickly determine the probability of a particular insurance being applicable for a specific person."

ZOLL AR Boost Insurance Discovery batch search capabilities and dynamic filters helped agents speed up data mining and free up more time to focus on those accounts that were eligible for collection.

# THE RESULTS

Using the ZOLL AR Boost Insurance Discovery tool has helped Inovalon's collections customer sort account information and access only the data they want to see for a more streamlined workflow. Now their agents can quickly extract information and get claims out the door.

The tool, with its advanced algorithms, fills in the gaps to link self-pay patients with payers. Inovalon's collections customer attests to the value, stating, "We start with providing just basic information like name, address, date of birth, etc. A lot of other vendors require a patient identification number, which is something we don't have, and that limits their effectiveness."

By using the ZOLL AR Boost Insurance Discovery tool, Inovalon's customer has moved beyond individual searches and can now process batch searches of carriers of all sizes for greater efficiency.

With assistance in locating primary, secondary, and tertiary coverage, the customer's collections agents can find payers that their clients were unable to identify. As a result, the customer's clients have noted an improvement in dollars collected while at the same time, reducing complaints and improving patient satisfaction.

**Results highlight the immediate impact of integrating the ZOLL AR Boost Insurance Discovery tool into Inovalon's revenue cycle management solution suite:**

### Increased Collections

Realized a 10% improvement in Inovalon's customer's insurance collections by using ZOLL AR Boost automated Insurance Discovery tool to find billable coverage for presumed self-pay accounts.

To learn more, please call us or visit our website:
800-474-4489 | www.zolldata.com

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