notable **x** A·R·C AUSTIN REGIONAL CLINIC

Austin Regional Clinic Transforms Patient Registration from Start to Finish; Powers 78% Touchless Registrations

How Austin Regional Clinic (ARC) redefined the registration process to improve the patient experience while also decreasing denials

Touchless registrations	Digital conversion rates	Patient satisfaction rating
78%	74%	94%

Austin Regional Clinic (ARC) is an independent physician-owned, multispeciality clinic serving over 540,000 patients across 33 locations throughout the greater Austin area.

ARC has invested in providing a superior digital patient experience, including same-day and after-hours appointments, 24/7 scheduling, and access to care teams through ARC MyChart. But as ARC leaders continued to improve access to care, they identified increasing administrative burdens facing providers and staff. In order to improve patient, provider and staff experiences and outcomes, ARC recognized an opportunity to automate repetitive administrative and clinical tasks in the EHR the same way that a human would.

By leveraging modern technologies like intelligent automation, ARC is improving experiences for both patients and staff. Initially, ARC partnered with Notable to automate clinical documentation in an effort to reduce administrative work for clinicians.

The impact on providers has been transformative, with one OB/Gyn physician stating, "this has significantly changed and improved my life." Because of this impact on providers, ARC expanded their use of the Notable platform to improve the patient experience as well, through touchless registration.

About Austin Regional Clinic

Use Case	EHR	Clinicians	Specialties	Patients served
Touchless registration	Epic	360+	19	540,000

Transforming patient registration with Notable: How Austin Regional Clinic exceeded their goal

Using Notable, ARC is powering a touchless patient registration experience, a critical step in patient financial clearance within the revenue cycle This consists of automating various pre-visit workflows like new patient pre-visit registration, demographic verification, payer/plan matching, and RTE.

Like many health systems, the registration process at ARC was highly manual with staff managing multiple, often duplicative work queues for each patient at each stage of the process. And while ARC has one of the highest Epic MyChart activation rates in the country, only 20-25% of established patients complete their pre-visit registration through MyChart, and even those often require additional manual touch.

ARC partnered with Notable to redefine the registration process to improve the patient experience while also decreasing denials driven by inaccurate registration data.

Automated registration outreach drives 74% digital conversion rates, minimizing outbound calls that can be necessary to get patients to successfully complete the registration process. Since deploying Notable, 78% of registrations are completely touchless, minimizing workqueue volume for front desk and call center staff.

> **Getting patient access workflows right is key to revenue cycle management. We partnered with Notable because they share our deliberate focus on improving patient, provider, and staff experience and engagement, as well as their expertise in both front-end and back-end workflows to holistically address suboptimal processes, such as patient registration.**

Lucy Sumner VP, revenue cycle
Austin Regional Clinic

How it works:

1. After a patient schedules their appointment they receive a secure text message prompting them to complete registration forms on their mobile device, including snapping a photo of their photo I.D. and insurance card.

2. Notable uses optical character recognition (OCR) to scan the insurance card and machine learning (ML) to auto-populate the remaining fields in the registration form, such as plan number or group ID, to eliminate the need for the patient or staff to manually enter this information.

3. From there, Notable automatically ports this data into Epic, triggering RTE and insurance eligibility verification.
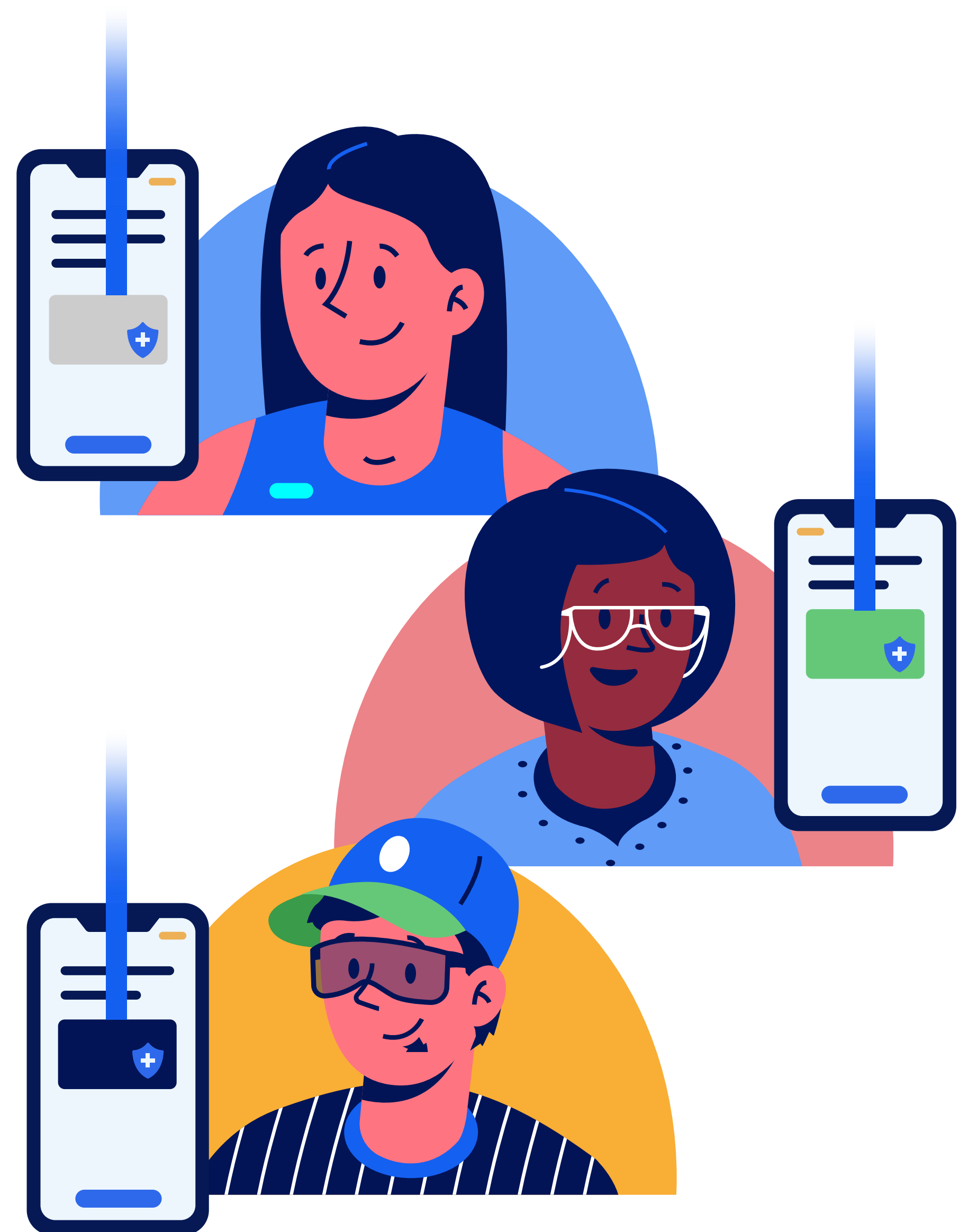
In just three months since launching Notable, ARC has seen an 83% reduction in eligibility- and registration-related denials on applicable claims.

"Registration is often the first time we're interacting with patients. We only have one chance to make it an exceptional experience," said Lucy Sumner, VP of revenue cycle at ARC. "By creating a touchless system and enabling patients to complete registration at the time and place of their choosing, we can redefine digital patient engagement."

With Notable, health systems can save time for patients and create a delightful, easy-to-use experience. ARC reports a 94% patient satisfaction rating for patients who go through the new registration process:

"Didn't have to wait on hold to talk to a customer service rep."

"It was a simple process from start to finish. I'm happy that it only took around 5 minutes to complete."

"That you can use your own phone to fill up paperwork makes it so easy."

"Picture upload experience was the best I've ever used."

"The questions were not long and to the point. The photo ID capturing tool was easy to use and great. Above all, these simple steps will reduce waiting time at the clinic."

Medicare and Medicaid have different names for certain form fields so it's no surprise that registration-related errors are the number one cause of claim denials."

By continuously collecting and responding to patient feedback, Notable has created "easy buttons" to reduce manual entry by patients

Notable pre-populates coverage data for the patient based on the scanned image of their insurance card

"Registration has its own language, with many nuances that make the process frustrating for patients," said Sumner. "There is no standardization for insurance cards, even the same payer can have multiple types of ID cards, and patients can get confused, like the difference between the subscriber ID and group number.

Because much of registration relies on patient-provided information, inaccurate registration data is common and can elongate the process later on if staff have to manually intervene to correct inaccuracies or omissions. In order to drive high-fidelity information capture, Notable has created what ARC leaders call "easy buttons" or specific customizations based on claim rules.

These take the form of questions patients must answer in order to move on to the next step, and auto-population of certain fields based on existing registration data to reduce the amount of data entry required by a patient. The example below illustrates what a minor sees when prompted for insurance. In this case, if the primary policyholder is someone other than the guarantor, Notable prompts for that information. But, if the policy holder is the same as the guarantor, Notable auto-populates previously-entered information to eliminate the need for redundant data entry.

"With MyChart, we still rely on help messages to direct patients on what information to put where. Of course they can still enter the wrong information, so we have to manually review and update the information before entering it into EHR," said Kat Noble, director of revenue integrity and practice management at ARC. "With Notable, the bots do all of this work for you. Notable does all the heavy lifting, it is truly touchless."

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Kat Noble director of revenue integrity and practice management Austin Regional Clinic

Notable intelligently screens patients for COVID-19, and routes to alternate care modalities if necessary

Responding to COVID-19 with speed and agility; responding to unexpected needs in real-time

Additionally, ARC tapped Notable to support workflows unique to COVID-19, such as screening at-risk patients prior to their appointment and assigning government coverage where appropriate.

Before Notable, adding government coverage for eligible patients was extremely manual and time-consuming for staff. With Notable, ARC created a methodology for automatically adding coverage and resolution of charges within a workqueue. Notable's digital assistants identify eligible patients, add their coverage in Epic, and submit the charges. By automating this manual work (coverage for more than 3,000 patients per week) ARC has redeployed three FTEs to work on other high-value tasks.

Creative expansion that leads to meaningful results

With intelligent automation, ARC is able to easily engage with all patients, new and established, in real time. By pursuing a touchless state on the front-end -- with a focus on infusing ease and simplicity into the patient experience -- ARC can impact the back-end, like resolving revenue cycle issues upstream by ensuring complete and correct rules-based registration. By partnering with Notable, ARC realized immediate results with long-term impact for patients, providers and staff alike.

"Start with a few core use cases, drive early wins, and creatively expand into new areas of intelligent automation -- but don't forget to 'add cheese to your burger,'" said Noble. "What I mean by that is don't hesitate to start planning for the next use case because you will see savings for your team, and fast."

To learn how intelligent automation can help your organization create a more streamlined patient registration experience, reach out to a Notable product specialist for a personalized demo.