



## RELATE™ Real-Time Results Baptist Medical Park – Pensacola, Florida

Learn how **Baptist Medical Park** improved patient personal issues with the RELATE model.



In the current economic climate, healthcare organizations are searching for ways to improve operating cash flow, point-of-service collections, Medicare and Medicaid eligibility, and overall financial health by reducing bad debt. At Baptist Health Care in Pensacola, FL, similar challenges existed – a failed acquisition of another facility due to lack of financing, with revenue growth goals of \$2.5 million above the prior years total, and a \$6 million dollar increase in NOI goal from the prior year.

Baptist took the challenge head-on, by introducing the innovative tool **RELATE** to improve financial performance through more effective point-of-service collections with patients. **RELATE** is an acronym created by Baptist Leadership Group that stands for **R**eassure, **E**xplain, **L**isten, **A**nswer, **T**ake Action, and **E**xpress Appreciation. Registration staff used it to create an emotional connection through a two-way dialogue with patients that improved collection rates while still delivering an excellent experience.

Since deployment, point-of-sale collections at Baptist has **improved an average of \$100,000 per month** and **150% above goal**, while **patient satisfaction has risen from 35-percentile points to the 98th percentile**. Significant results were achieved through better communication and accountability for defined processes.

**“We didn’t need a fancy new technology system to enhance collections, but rather a consistent methodology throughout the health system every time, every patient, every encounter.”** *Michelle Sutherland, BHC Director of Patient Access*

