

# Adventist Health Home Care Revs Up Profitability with Booming Deployment of Forcura Circle

The game-changing solution for providers combined with an effective recruitment strategy gives the organization a powerful asset for enhancing its business goals.

## AT A GLANCE

**68 Days**

Cumulative time shaved off Adventist Health's accounts receivable among its highest Circle users\*

\* Providers who have signed 50 or more orders since they registered for Circle

**3,501 Orders**

Total number of care plans signed by 106 providers after registering for Circle

**\$10.5 M**

Total amount of cash brought forward by providers using Circle\*\*

\*\* Based on the typical estimated amount of \$3,000 per patient plan of care

**64%**

Number of providers among Adventist Health's highest Circle users who have brought their order turnaround times down to 5.5 days or fewer

## THE INITIATIVE

### Accelerating Approvals

Adventist Health, a health system based in California, has a long history of providing whole-person care. Today, the dedicated providers in its Home Care division serve more than 2,000 home health and hospice patients from 14 locations dispersed throughout California, Oregon, and Hawaii.

The organization wanted to reduce the time it took to get a primary care provider to approve orders for home care. The on-average nine-day approval timeframe was too long to maintain a healthy cash flow.

"How we're measuring success now is whether we get the average return rate down to five business days or less," said Paul Kasson, Administrative Director of Operations for home care services in Adventist Health's Lodi and Sonora branches.

“ How we’re measuring success internally is to get the average return rate down to, ideally, five business days or less. ”



**Paul Kasson**

Administrative Director of Operations for home care services in Adventist Health's Lodi and Sonora branches

## THE PROBLEM

### The Underlying Issue: It's Complicated

Getting care plans approved is an all-too-familiar challenge for most home health providers. While Adventist Health was tracking and sending reminders both electronically and through regular visits from its liaisons, practices remained slow to respond because they still rely on mostly manual or cumbersome methods – faxing or using limited e-signature products – to review, sign, and return documents.

Adventist Health turned to its technology partner, Forcura, to learn more about an e-signature platform – Forcura Circle – that reduces order turnaround times substantially by removing common barriers for signing providers.

### Circle Removes Common Barriers For Signing Providers With:

1 only ONE login necessary to access a portal displaying any or all their pending care plans;

2 the ability to review, deny, or approve all orders individually or in batches;

3 the flexibility to set their own reminders about pending signatures; and

4 access to their pending care plans with ANY post-acute agency that has Circle and has invited them to participate.

## THE SOLUTION

### Presenting An Easier Way

Recruitment began with providers who were already using an EHR-specific e-signature technology, signed the most orders on average, or had the highest number of outstanding orders. Supplied with Forcura-created marketing and instructional materials, Adventist Health established a process between liaisons and a lead corporate administrator:

1 | The liaisons worked directly with providers to gain interest, signaling the administrator to send physicians registration emails and reminders.

2 | The liaisons followed up in the offices with their own reminders and hands-on assistance.

3 | The entire process was carefully tracked by the administrator.

“ We were looking for something that could provide a platform that was faster and easier for the practitioner to use, and that’s when we came across Forcura Circle. We thought that was a brilliant platform to engage with our providers. ”

- Paul Kasson

“With our staff working together in this way, we’re able to guide providers through the process by showing them what Circle looks like, helping them with the sign-up, and offering some one-on-one education for navigating the portal,” Kasson said. “When you get that chance to sit down and present it, they see how easy it is to use and it increases adoption.”

“ From my perspective, I really like how easy it is to just switch a provider to Circle. It’s easy to generate a sign-up link for them to use, which appears to make it really easy from the provider’s perspective, as well. ”

**Dustin McGuire**

EMR Support Analyst tracking Circle registration at Adventist Health

## Before and After Snapshot

Three providers signing care plans for Adventist Health had an exceptional improvement in their sent-to-signed cycle times once they started using Circle.

**61 Days**

Combined average turnaround before using Circle

**10 Days**

Combined average turnaround after using Circle

**84%**

Faster return of signed orders

### RESULTS

## Expectations Surpassed

Adventist Health's strategy of documenting its incremental progress using online and face-to-face reinforcement efforts paid off: the organization achieved 106 new registrations in four months, which was well ahead of its goal. What's more,

the average turnaround time among their providers who use Circle the most\* is 6.5 days, proving that the more Circle users Adventist Health recruits, the closer it will get to its desired average overall.

While every new provider who uses Circle helps Adventist Health achieve its priority of accelerating cash streams, the solution also benefits the organization's existing and potential provider partners by equipping them with modernized technology that saves them time and money. In this way, Circle is strengthening Adventist Health's relationships with these providers and increasing the possibility for its liaisons to focus on much more productive discussions – like receiving more referrals from them in the future.

"The most important thing we can do is remain top-of-mind with these providers," Kasson said. "If we can introduce them to this practical tool that makes their lives easier, that's a big win right there."

*\*Providers who have signed 50 or more orders since they registered for Circle*

[Learn More About Circle](#)