VNA Philly Opens the Accounts Receivable Bottleneck with Forcura

Impact at a Glance:

18 ➔ 8   **Orders cycle time reduced from 18 days to 8**, accelerating accounts receivable collections by 55%.

When Covid suppressed patient volumes in 2020, collections outpaced revenues, keeping the provider in the black.

Overview & Challenge:

Visiting Nurse Association of Greater Philadelphia (VNA Philly) is the oldest and largest nonprofit home health provider in their region, a status they have earned through a deep commitment to their patients and community.

The Covid-19 pandemic disrupted operations and forced VNA Philly to absorb unexpected costs throughout the year, including:

Purchasing personal protective equipment

Paying staff overtime as they grappled with a 46% staff turnover rate (the national average was 64%)

Ongoing hiring and training costs as they labored to fill and refill open positions.

Like many home healthcare providers nationally[1], VNA Philly ended 2020 with fewer patients than their typical year, which further impacted their revenue. This made balancing revenues to costs even more critical, a challenge exacerbated by the drop in RAPs at the start of the year.

The difficulties of 2020 could have been catastrophic for VNA Philly, but because they were able to use the resources provided by their partnership with Forcura, they stayed in the black while prioritizing their patients.

Solution

Many home healthcare agencies are not efficient in following up on their outstanding orders, and the older the orders get, the less likely they are to receive attention. Too often, home healthcare providers end up writing off these older orders as unpaid care. Although revenue is at stake, it is easy to understand why this happens: you need not just back-office staff time, but transparency into what's outstanding, what physicians have which orders, and how many contacts may have already been attempted.

> "We knew process was essential and it needed to be easy for our physician partners. Documents needed to be expedited to physicians with ease to sign and return, right away. **Using Forcura, our billing became much faster.**"
>
> **DAWN KING,** CHIEF NURSING OFFICER AND SENIOR VICE PRESIDENT

Forcura gives clients insight and control over the process of getting orders to signing physicians and getting them back in a timely manner. Forcura's dashboard provides insight about each order's status and how long it has been outstanding. Analytics gives providers like VNA Philly an easy-to-access view of the physicians they should follow up on first — those with the oldest orders or the highest volumes to ensure eventual reimbursement. From there, Forcura's provider relationship management tools enable providers to reach out, resend the necessary orders and make notes on each physician so future contact with them will be more productive.

Results

Leveraging the Forcura solution and consulting with their Forcura relationship manager for best practices, VNA Philly was able to offset the revenue losses they were experiencing from a Covid-suppressed patient census with the cash they were able to bring forward from an optimized orders management process. In fact, they decreased their sent-to-signed cycle time from 18 days to just 8, yielding such a significant decline in accounts receivable that their collections outpaced their revenues in the final months of 2020 and going into 2021.

VNA Philly's Trend of Cash Received to Revenues

Net Revenues   Cash Received
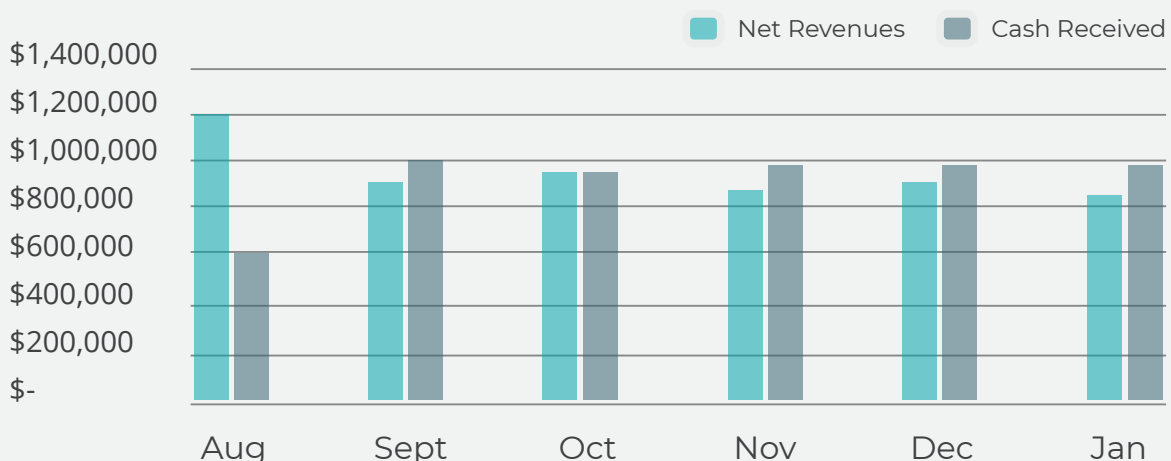
With Forcura, VNA Philly was able to accurately and efficiently manage their orders, reducing their time from sent-to-signed by 10 days, effectively removing the issue of orders aging entirely. Incredibly, their collections rate topped 130% by January 2021.

VNA Philly's Collections Trend Aug 2020 - Jan 2021

— Percent AR Recovered
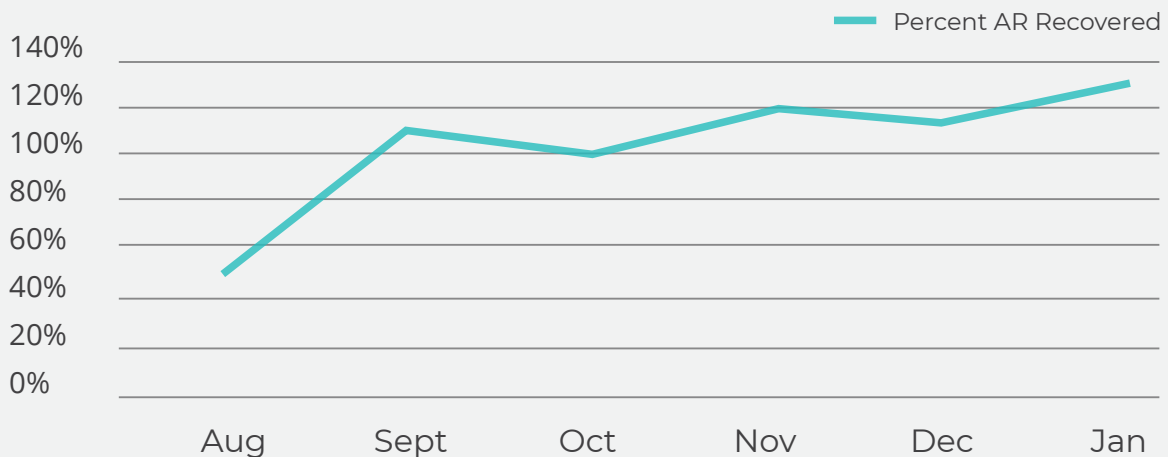
Since Forcura instantly reconciles signed orders with those sent by VNA Philly, their staff can trigger the billing process after a quick verification check – eliminating the bottleneck that choked off accounts receivable.

VNA Philly and Forcura — A Winning Combination

Although the entire healthcare industry suffered extreme staffing shortages during the COVID-19 pandemic, VNA Philly, in partnership with Forcura, was able to continue business even as their staff was in churn. Their new hires could onboard quickly using Forcura's intuitive system to help them make sense of all the moving parts of their jobs.

VNA Philly's cashflow, in a very uncertain year, stayed steady thanks to the traceability of processes and communication. With faster orders cycle times, they were able to bring cash forward.

Want to find out how Forcura could collaborate with your business to refine your solutions and make sure your technology empowers you to keep revenue coming in? Get started today at forcura.com.

Endnotes:
1 https://www.kff.org/health-costs/issue-brief/trends-in-overall-and-non-covid-19-hospital-admissions/