census success snapshot:
Greystone Healthcare Management

building census, growing revenue and improving response times with the Web-based Referral Management System

Greystone Healthcare Management (HCM) of Tampa, Florida, sought to build census and increase revenue at its 25 skilled nursing facilities. Greystone HCM selected the Referral Management System from PPS to automate and accelerate marketing, admissions and business intelligence. System rollout was swift, with 25 facilities and dozens of users in Florida, Indiana and Ohio set up, trained and using the system within a few weeks of the project kickoff. Greystone HCM added a 26th facility later.

Powerful Payoff: Greystone HCM Realizes Big Returns from Using RMS

Greystone HCM has realized significant improvements in census, performance, patient mix and revenue across all facilities in just six months since rolling out the Referral Management System in January 2010. Greystone HCM has seen particularly strong gains in one of its Florida regions. The data from the four facilities in that region illustrate the tremendous returns:

> **Referral conversion rates at _88%_, up from 56%**

> **_73%_ faster referral responses, from average of 30 minutes to 8**

> **_71%_ of new admissions are Medicare or Medicare HMO**

> **Census increased _5%_ over same period last year**

Faster response sharpens focus on customer service: The 73 percent improvement in referral response times improves more than just conversion rates. Greystone HCM also indicates that improved efficiency enables admissions coordinators to focus more on exceptional customer service, such as greeting patients and families, pre-registering patients, and ensuring that rooms are ready well in advance of admissions.

Marketing intelligence: Greystone HCM has been able to obtain information about referral source trends, payer mix, win-loss, reasons for lost or declined patients, and other business intelligence that it could never capture before. In just one example, Greystone HCM realized that it was receiving a large number of referrals, with a high percentage of Medicare patients, from a city in which it does not even have any facilities. That prompted Greystone HCM to dedicate a marketing resource to build relationships with the hospitals and physicians in that city. Now Greystone HCM is receiving nearly twice as many referrals from that region, a market opportunity it would never have recognized without the reporting capabilities of the Referral Management System.

> _The Referral Management System has changed the game in census and revenue growth for Greystone Healthcare Management. We've realized significant census and case mix gains by responding to referrals faster and more thoroughly. We've applied business intelligence we could never capture before to market smarter and more effectively. We're enjoying a very productive partnership with Patient Placement Systems._

Gregg Hopper, Corporate Director Business Development, Greystone Healthcare Management