census success snapshot:
Berkshire Healthcare Systems

Web-based Referral Management System helps increase admissions rates, improve reporting and business intelligence

Berkshire Healthcare Systems is the largest nonprofit long-term care company in Massachusetts, operating 17 rehabilitation and nursing facilities in three Northeastern states. Berkshire selected the Web-based Referral Management System from Patient Placement Systems to improve referral response times, admissions efficiency, performance reporting and census. Berkshire also sought to climb out from under its fax paper pileup and track and manage all admissions documents electronically online.

Insightful Reports and Faster Admissions Processes Boost Admissions

Berkshire Healthcare Systems wanted to know more. More about liaison performance. More about referral response times. More about where referrals—and ultimately admitted patients—were coming from. By capturing and tracking every referral from every source, Berkshire has taken advantage of the Referral Management System's vigorous reporting to market more effectively. Berkshire liaisons rely on referral source conversion, payer and trend analysis reports to focus their efforts on high-volume referral sources with high conversion rates and preferred payer mixes.

Berkshire also has been able to assess reasons for declined and lost referrals, and make adjustments to prevent those opportunities from getting away. For example, by looking at which competitors are winning referrals, and which case managers are sending those referrals, Berkshire facilities can identify referral source relationships they want to strengthen. Also, steered by trends uncovered in declined referral reports, Berkshire has expanded clinical services at some facilities that were declining catheter patients and increased patient acceptance rates.

Improved process and business intelligence pays off: In the initial Referral Management System rollout, Berkshire Healthcare focused on several processes and areas for improvement: referral tracking and reporting, approval workflows and response time analysis, fax management, insurance verification, and post-admissions workflow. By combining these process improvements with more strategic marketing, Berkshire Healthcare has recognized outstanding returns in conversion rates, admissions and census:

> *The Referral Management System has enabled us to work smarter and faster at every level—from the liaisons to administrators to corporate management. We've seen significant increases in conversion rates and census as a result.*

Lisa Gaudet, Vice President of Business Development and Marketing, Berkshire Healthcare Systems

Berkshire by the numbers

Patient admissions up *25%*

Additional *70* admissions per month on average

Conversion rate up from *35% to 40.6%*

Referral volumes up *7.4%*

Comparing admissions data from September-November 2009 with data from September-November 2010, which represents performance after 12 months of using the Referral Management System at all Berkshire locations.