

PARA

Healthcare
Financial
Services

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PARA HEALTHCARE FINANCIAL SERVICES

What's new at PARA

Unlikely Partnerships create opportunities

Partner with a physician? Of course! Partner with a local employer? How could we do that?

In today's economic climate, Hospitals are watching their volumes dwindle and payer mix erode, fresh ideas are required to bolster the margin and increase patient volumes. Partnering with an Employer is an innovative way to fill those beds and keep revenues up. PARA has leveraged its web design capabilities and understanding of healthcare finance to create a mutually beneficial offering for both parties. Keep reading to learn more.

Employers are looking for ways to continue to provide their employees top quality benefits while controlling or reducing their overall benefit costs. Hospitals are looking at ways to secure long term revenue streams and maintain or improve their payer mix. Hospitals are using innovative tools supplied by PARA

to develop and improve the outcome of these relationships.

By providing tools to the employees, the Hospital is able to increase the utilization of services by the employees. In one of our Midwest clients, we provided a web "widget" on both the Hospital website and the employers Intranet site for employees to determine the cost and more importantly their out of pocket expense for healthcare services.

The employees had never been provided a research tool that would allow them to schedule and determine exactly what any healthcare procedure would cost them, whether an Urgent Care visit, colonoscopy or a surgery such as a hernia repair. By incorporating the employee benefit plan and the contractual information between employer/insurer/provider on the Employer's Intranet, the Hospital was able to maintain the confidentiality of their pricing

while at the same time providing an accurate estimate for the employee – based on their specific benefits!

PARA can develop the same widget for you. If you would like to learn more about this Hospital or talk about how we can help you work with your major employer groups, please contact:

Christian Pass
800.999.3332 ext 212
cpass@para-hcfs.com

February Webinars

Using Market Data to Determine Budgeted Rate Increase

February 12
11am PST

Providing Patient's Out of Pocket Estimates

February 18
11am PST

Outpatient price modeling to drive volume

Dropping your prices to drive volume increases? PARA can provide the financial modeling and market data support you need to succeed.

Once your Hospital has decided that you want to grow it's outpatient business, specific steps must be taken to achieve this goal. PARA will assist you with these steps. In addition to our proprietary database that will allow you

to determine what the competition is charging (including non hospital providers, Diagnostic Imaging Centers, Independent Labs, etc.), PARA provides the financial modeling you need to gain trust to revise contract terms with your payers.

Reducing the out of pocket expense for your patients and working with your payers to drive business back to the

Hospital away from the independent testing facilities and surgery centers is critical to success. The PARA Data Editor can provide payer level analyses to strengthen the negotiation position of the Hospital, clearly illustrating the impact.

To learn more about this please contact Christian Pass @ 1-800-999-3332 ext 212.

2009 Update Calendar

Medicare Coding Updates for Q1	March
2008 Inpatient Market Data	April
Medicare Coding Updates for Q2	June
2008 Outpatient Market Data	August
Medicare Coding Updates for Q3	September
2010 Coding Updates	October
2010 HCPCS Updates	December

PARA Data Editor Highlights:

- *Feeling rusty? Schedule training with Mary @ 1-800-999-3332 ext 216*
- *PARA Website Redesign—Coming Soon!*
- *Identify all items in your CDM that are "incident to services" as defined by the Physician Fee Schedule*