

# How King's Daughters Health System uncovered millions in philanthropic resources to improve patient care

**Over the last decade,** the number of medical financial aid programs has grown exponentially. There are now billions of dollars available across more than 10,000 U.S. programs to patients who need support in the form of copay assistance, life-saving drugs, medical payments, and more. Unfortunately, the vast majority of patients don't have the time or understanding of the medical system to successfully advocate for themselves and take advantage of these opportunities.

In order to make sure they're leaving no stone unturned in helping their patients get through what can often be an emotionally and financially stressful time, King's Daughters Health System (KDHS) turned to Atlas to empower its patient advocacy teams with the most accurate and comprehensive medical aid program database, automated patient matching algorithms, and streamlined workflow automation to enroll more patients in more programs.

## A Better Solution for Hospitals

When Mark Beilstein, Executive Director of Revenue Cycle at KDHS, heard about Atlas, he was already aware of philanthropic funding. But he didn't know about the sheer volume of programs available and the complexities of each. When he saw Atlas for the first time, Beilstein says he immediately "understood how it simplified and automated a complicated workflow and could easily double the number of patients receiving aid" at a time when they should be focused on getting healthy.

- A 119-year-old community hospital with an extensive clinic network serving eastern Kentucky and southern Ohio
- Employs nearly 200 physicians in its health system, including two hospitals and around 70 multi specialty clinics



**241%** increase in philanthropic aid support for patients

**\$3M** in philanthropic aid support for patients annually





It took only three months for Atlas to get fully integrated with existing KDHS processes and be embraced by team members across the system. According to Beilstein, "the ramp up time was impressive and there wasn't much of a fallout from what could have been a tumultuous switch." In the first 90 days, Atlas helped KDHS increase the amount of support patients receive from philanthropic aid programs by 241%. Now KDHS is on track to support its patients with more than \$3 million annually in philanthropic aid. Beilstein says it was "amazing to make a big transition and see results so quickly with a tool that facilitates such a difficult workflow in a simple, easy to use way."

## **A Holistic Solution to Financial Aid Automation**

Delana Warnock, practice manager of the KDHS Oncology Center of Excellence, was supportive of implementing Atlas because it "has everything" and can be used by teams beyond oncology for a holistic approach to financial aid automation at KDHS.

The Atlas philanthropic database covers all patient assistance, copay, and diagnosis based assistance foundation programs that are specific to oncology patients and providers. But it also includes programs that apply to pulmonology, pharmacy, and more. Because of the versatility of the program database, workflow automation, and reporting, it's now being implemented with the pulmonology department and used to support additional philanthropic aid enrollment across the health system.

## **Improved Operations for Oncology Departments**

Since incorporating Atlas in the day to day operations of the oncology department, Warnock has been amazed at the speed at which financial navigators can get things done. With all the enrollment forms in the system, it's easy for navigators to complete it all online or print if they need to. They can also easily pull up the info they need to answer patient questions quickly without searching for paper files or sticky notes. It also organizes pharmacy information, enabling them to track drugs that are coming in and what they're for, which is something the team previously struggle with.

*"Atlas makes everyone's life easier. With cancer becoming a chronic disease, Medicare patients shouldn't have to choose between groceries, medicine, or rent. If we can help them by getting them free drugs, the service to patients and King's Daughters is invaluable."*

**Delana Warnock, Practice Manager**





## A Better System for Financial Navigators

Financial navigator Shannon Lewis uses Atlas for KDHS every day and says, "because Atlas matches patients with aid sources and organizes all patient info in one place, everything is faster, more efficient, and easier to track."

*"Prior to Atlas, we were running into issues where patients would call in, asking questions about their applications or about different programs. And we'd have no record. Everything was in paper files, which led to items being misplaced. We no longer have to worry about that. Every patient in Atlas has their own case and case log for notes and updates on exactly what is going on with that patient."*

**Shannon Lewis, Financial Navigator**

The Atlas program match functionality saves navigators time when they often only have a short period to find assistance for a patient. The system automatically matches patients with programs they may qualify for based on their diagnosis, prescribed medications, insurance coverage, financial situation, and a variety of other factors. Knowing these matches ahead of time allows navigators like Shanon to focus on getting applications completed quickly, instead of wasting time searching the internet to find possible assistance matches.

Once a navigator starts working an application, everything needed to assist patients is in one location. Available patient information is automatically populated in the application so navigators have a jump start on the process. Application status, claims, and medications are tracked start to finish, so they can always tell a patient exactly what is going on. "When a patient calls, I'm able to make them feel like they're my only patient and top priority," says Shannon.

## Putting Patients First

"Atlas took the highly complex process of philanthropic identification, enrollment, and reimbursements and turned it into a simple and easy to use workflow that has won over our longtime patient care advocates and patients," says Beilstein. But most importantly, he says, "giving patients financial peace as they're going through something difficult, is the real impact."

**125%** 

increase in number of patients receiving philanthropic aid



atlas.health

### ABOUT ATLAS

Atlas improves and saves lives by connecting patients and providers to the best financial aid programs available. Patients receive the care they need and providers secure reimbursement for uninsured, underinsured, commercially insured, Medicare, and charity care populations.

The Atlas platform automatically matches and streamlines the enrollment of patients into a multitude of philanthropic aid programs – including patient assistance, disease-based foundation grants, co pay programs, independent procedure-specific charities, and other non-traditional types of patient assistance.