

CASE STUDY

How King's Daughters Health System Uncovered Millions in Philanthropic Resources to Improve Patient Care



THE CHALLENGE

Over the last decade, the number of medical financial aid programs has grown exponentially. There are now billions of dollars available across over 20,000 U.S. programs to patients who need support through copay assistance, life-saving drugs, social support and more. Unfortunately, most patients don't have the time or knowledge of the medical system to advocate for themselves and take advantage of these opportunities.

To ensure no stone is left unturned in helping patients avoid extra financial stress, King's Daughters Health System (KDHS) sought to empower its patient advocacy teams with a solution that could automate patient matching and streamline enrollment.



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**

THE SOLUTION: ATLAS HEALTH

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.

It took only three months for Atlas to fully integrate existing KDHS processes and gain full acceptance from the team. 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 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."

“It has everything and can be used by teams beyond oncology for a holistic approach to financial aid automation at KDHS.

— Delana Warnock, Practice Manager, KDHS Oncology Center of Excellence

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

“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, KDHS Oncology Center of Excellence

241%

increase in
philanthropic
aid support for
patients

\$3M

in philanthropic
aid support
for patients
annually

125%

increase in
the number
of patients
receiving
philanthropic
financial aid

A BETTER SYSTEM FOR FINANCIAL NAVIGATORS

“ Atlas matches patients with aid sources and organizes all their info in one place. Everything is faster, more efficient, and easier to track. Before, we had issues where patients would call in with questions about applications or different programs and we’d have no records. Everything was on paper and tons of items were misplaced. Now, we don’t have to worry about that. Every patient in Atlas has their own case and log for notes and updates on exactly what’s happening at every step.

— 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 various other factors. Knowing these matches ahead of time allows navigators like Shannon to complete applications quickly instead of wasting time searching for potential assistance matches.

Once a navigator starts working an application, everything needed to assist patients is in one location. Available patient information automatically populates in the application, giving navigators a jump start on the process. Application status, claims and medications are tracked from 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.

“ Atlas took the highly complex process of philanthropic identification, enrollment, and reimbursements and turned it into a simple and easy-to-use workflow. Navigator has won over our longtime patient care advocates and given patients financial peace as they’re going through something difficult. That’s the real impact.

— Mark Beilstein, Executive Director of Revenue Cycle, KDHS

ABOUT ATLAS

Atlas Health is the leader in philanthropic medical financial aid, striving to save and improve lives. The company empowers hospitals and health systems with an end-to-end AI-powered patient advocacy solution to match, enroll and collect from over 20,000 patient assistance and social support programs. Patients access and afford the care they need, while hospitals and health systems secure reimbursement for care delivered. atlas.health



1.888.566.6126

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