

Battling Financial Toxicity: A Shift in Culture

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Cancer has been one of the most costly medical conditions to treat in the United States

Cancer patients are receiving increasingly expensive chemotherapy and biologics

Prices higher than \$10,000 a month for individual drugs and biologic agents are common

Financial distress associated with acute and chronic cancer is highly prevalent, even among persons with health insurance

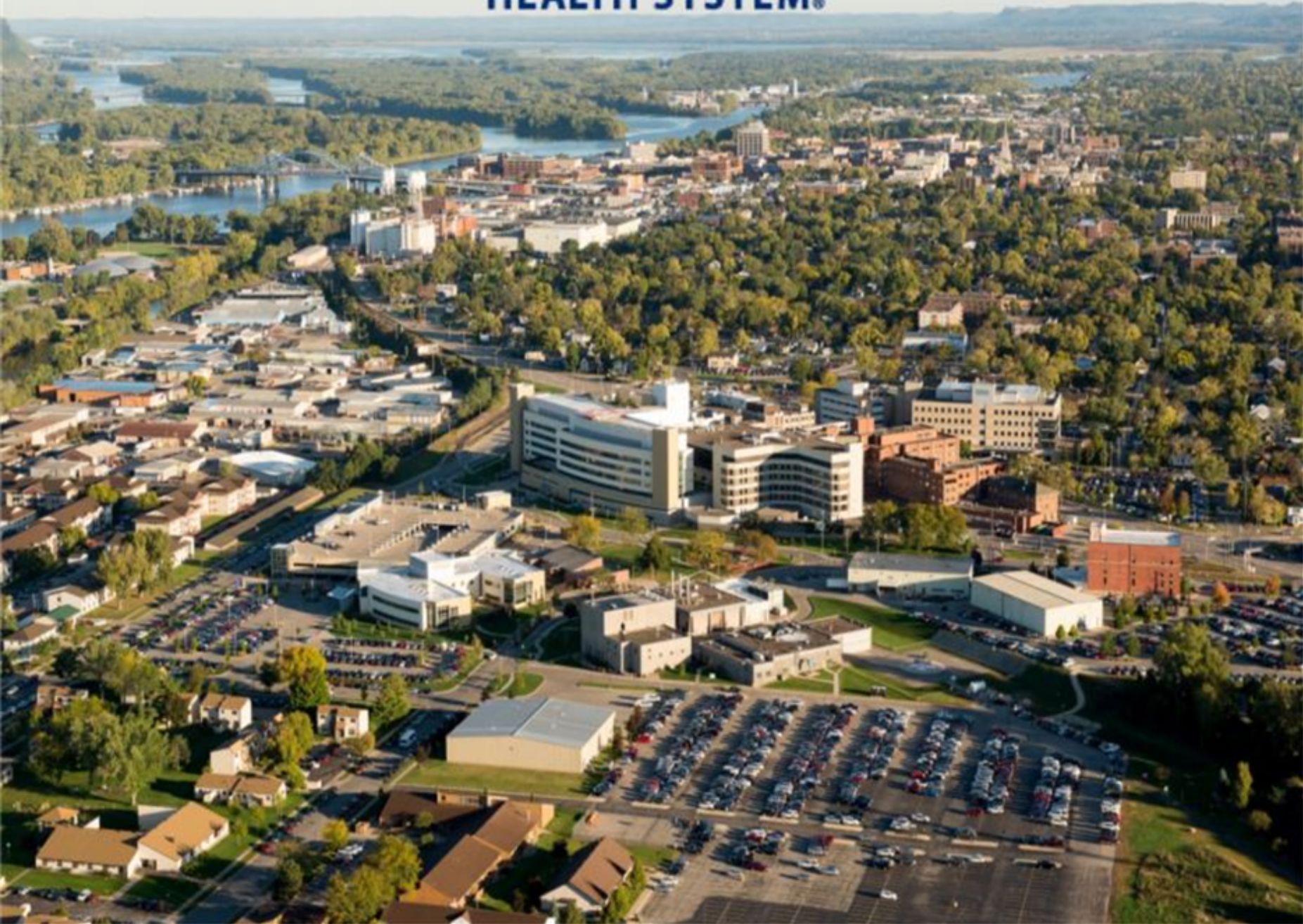
23% of insured adults aged 19 to 64 years experienced out-of-pocket costs equal to 10% or more of household income

Denials are on the rise from insurance companies

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Our System



Revenue
Cycle

Infusion
Services

Cancer
Services

Pharmacy



7/24
MozRE

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"Runners to your mark. Get set. Go! ... OK, come get your T-shirts."

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“A creative approach to caring”

Love  +  Medicine





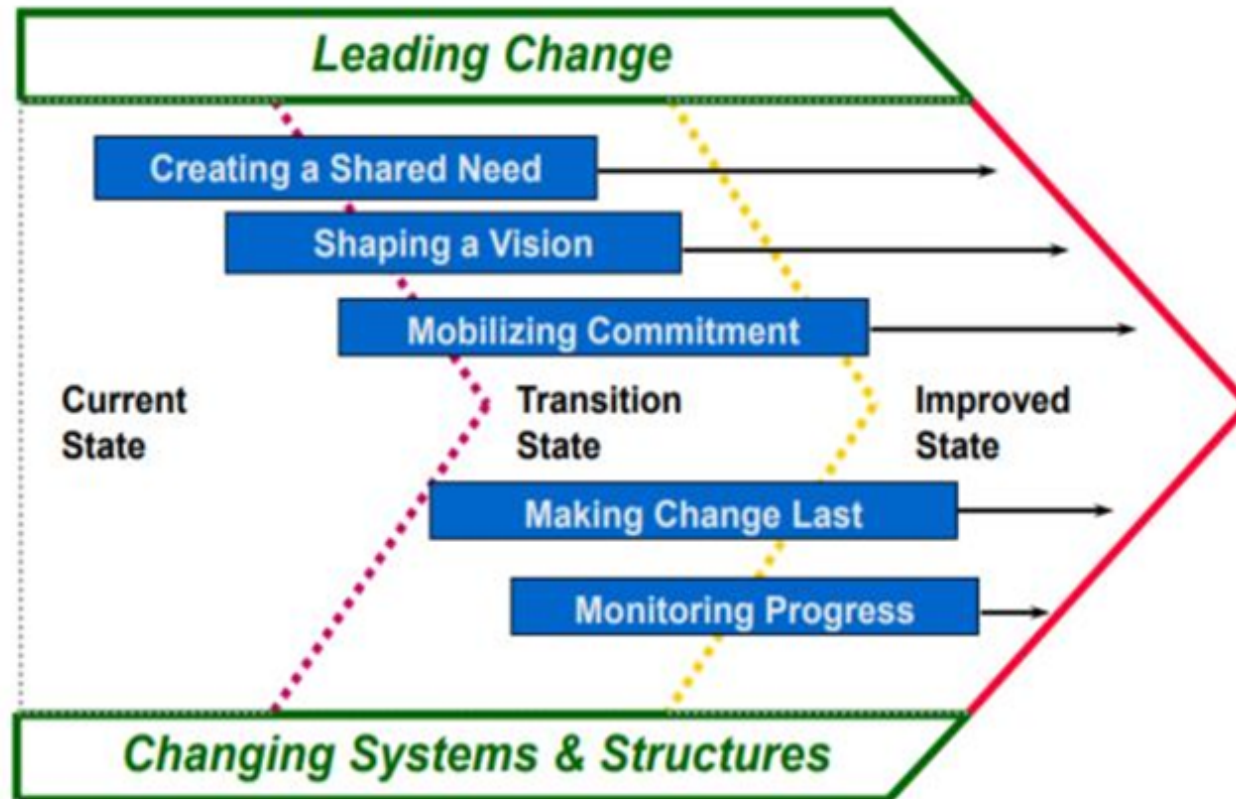


Discoveries

- Jim's infusion was never prior authorized prior to his infusion
- Insurance company would not retro auth the infusion
- Jim never met with a Financial Counselor
- Due to Jim already receiving the infusion he was no longer able to apply for drug assistance



Change Acceleration Process



Creating a Shared Need



Our Call to Action

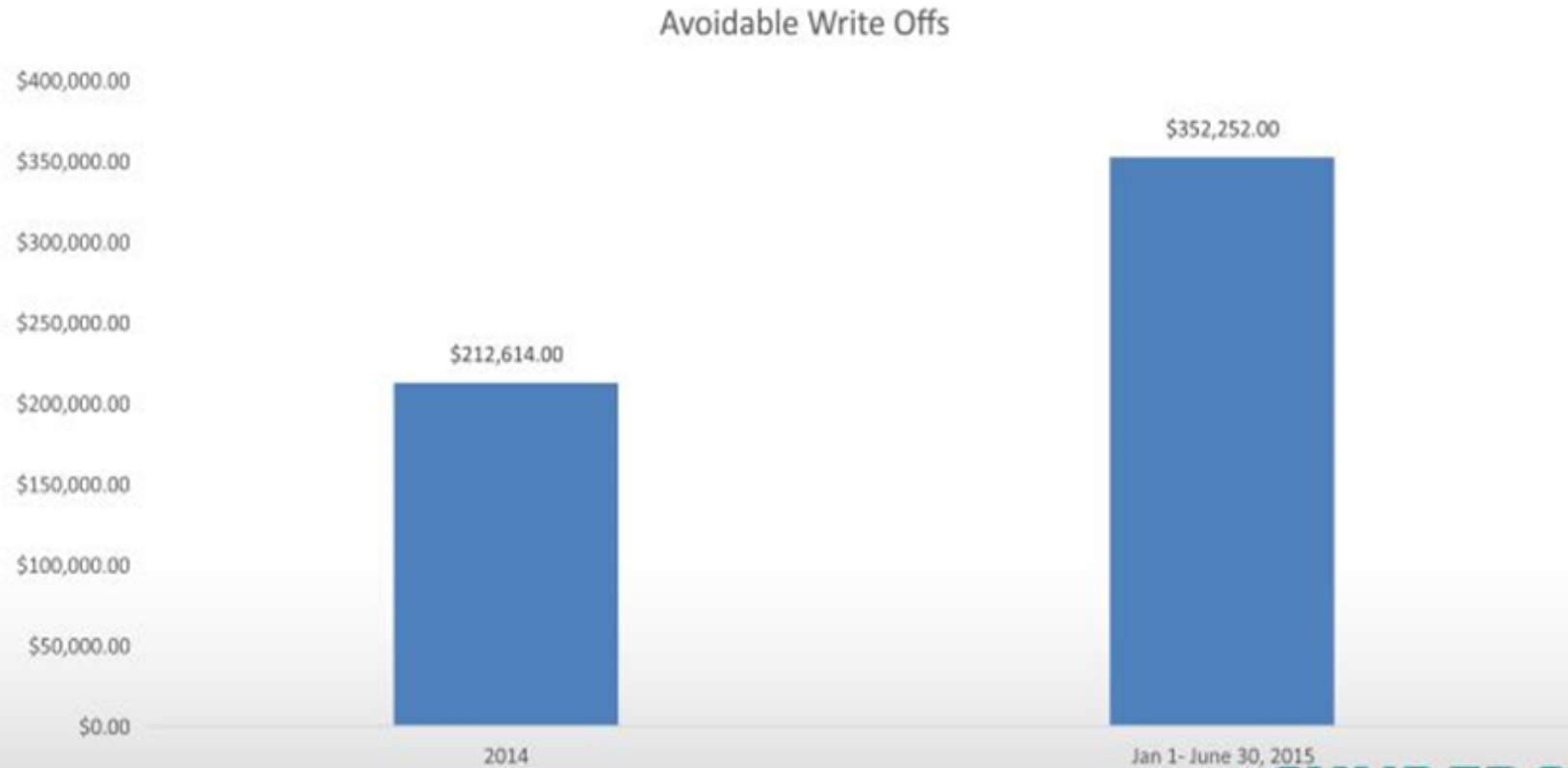
- Created a Committee of key stakeholders
 - Revenue Cycle
 - Prior Authorization Team
 - Financial Assistance Program
 - Billing and Insurance Follow Up Team
 - Coding Team
 - Outpatient and Infusion Pharmacy
 - Oncology Leaders, Clinicians and Support Staff
 - Infusion Leaders and Support Staff
 - Patient and Family Advisory Council

Our Call to Action

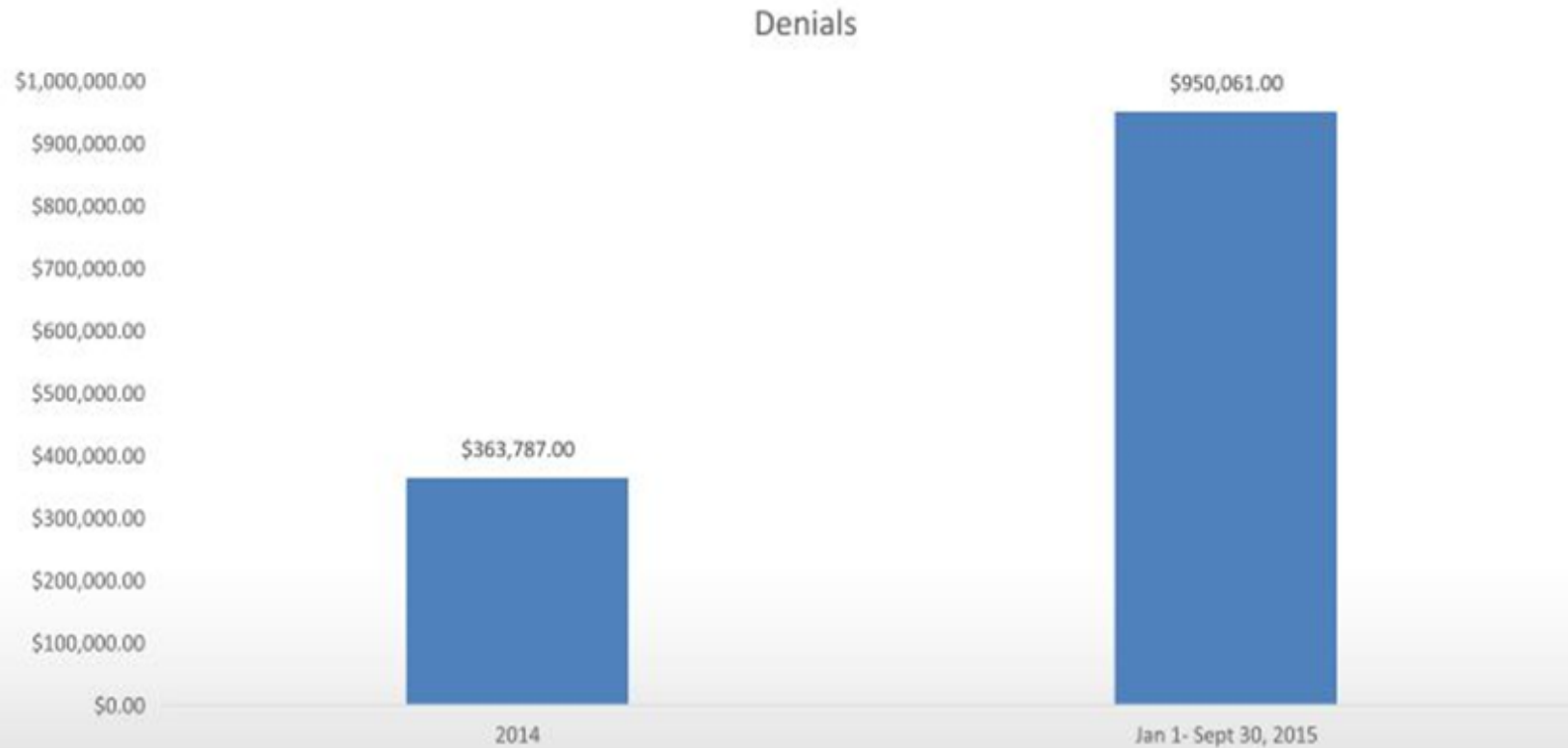
Goal

- Research, design, and execute sustainable financial processes that will minimize the risk for financial toxicity to our patients.

Discovery: Avoidable Write Offs



Discovery: Denials

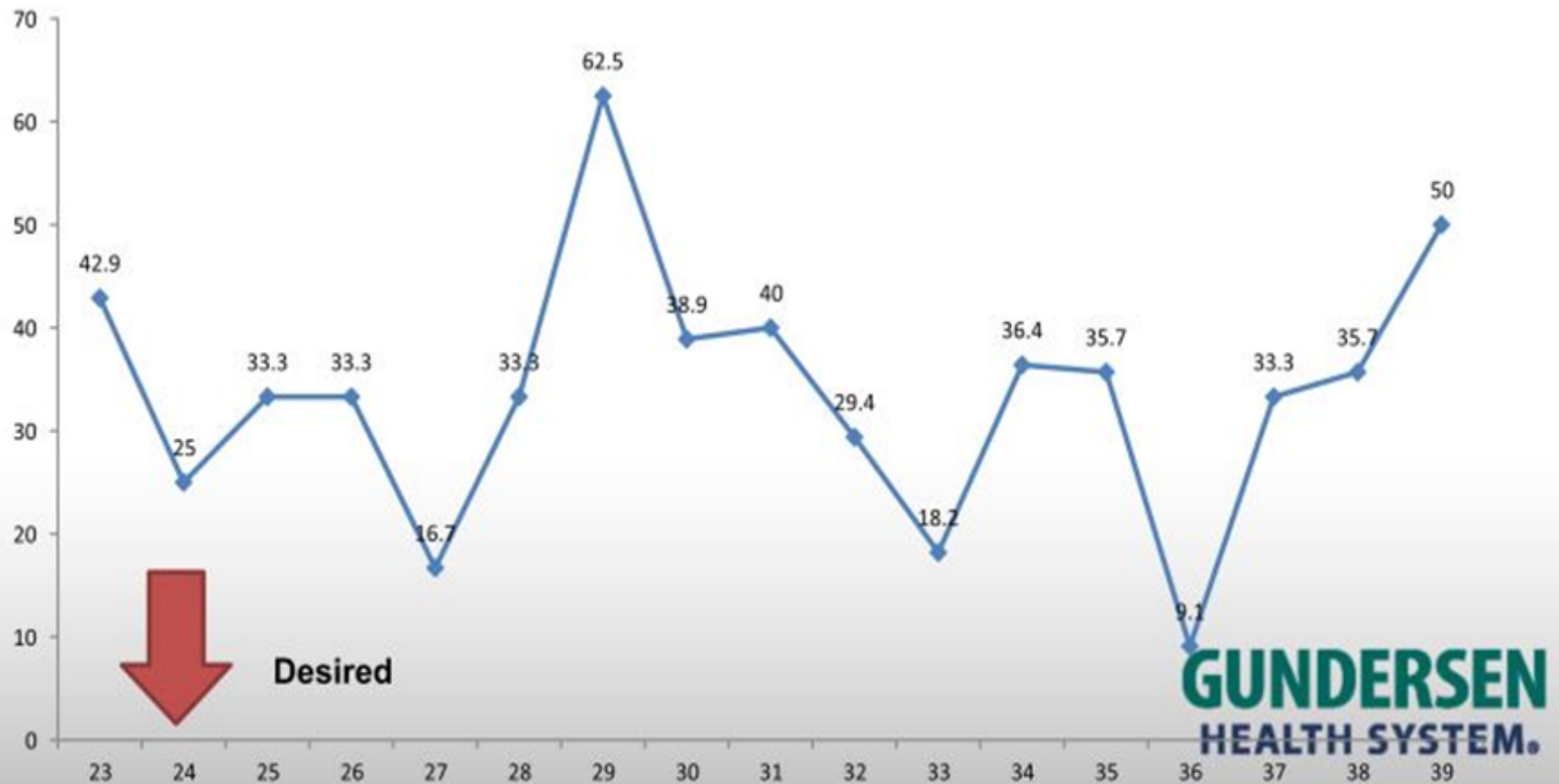


Discovery: Financial Counselors

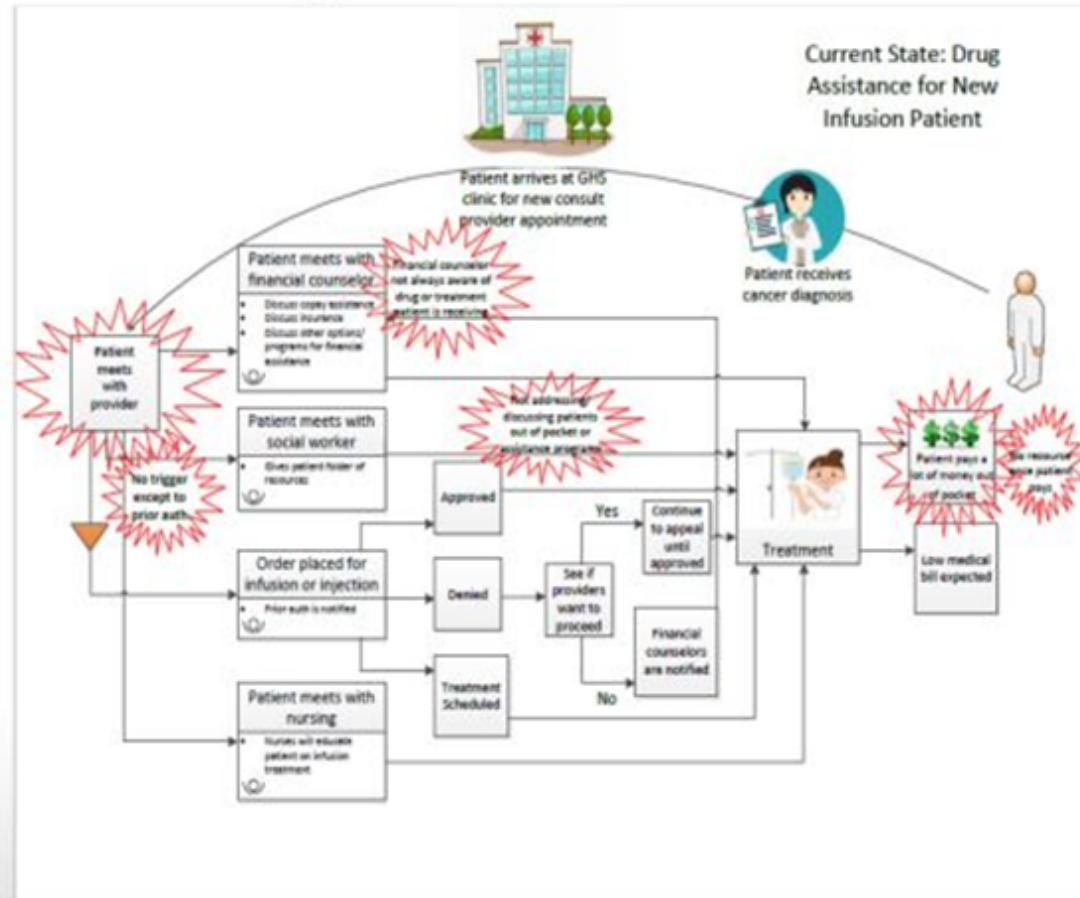
- Financial Counselors:
 - Few new patients saw a financial counselor
 - Patients feared we wanted payment
 - Drug assistance program and co pay assistance programs were not leveraged
 - Patients were showing up to outpatient pharmacy and not filling scripts

Discovery: Prior Authorization

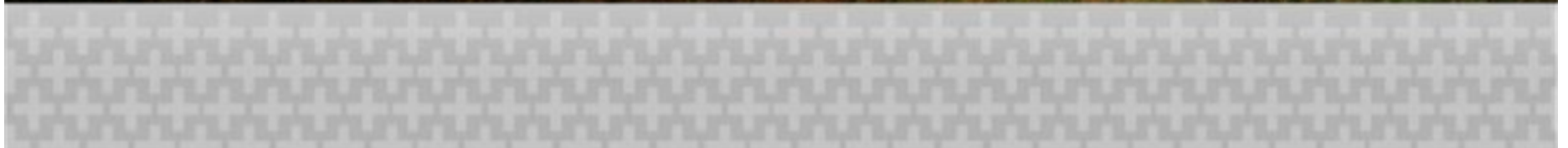
Percent of Patients Treated Without Prior Auth Obtained



Going to the GEMBA



Mobilizing Commitment



Goals

- All Infusions and oral chemotherapy scripts would be screened for prior authorization and medical necessity
- All new patients would meet with a financial counselor
- Increase drug assistance and co pay assistance
- Decrease denials and avoidable write offs

Making Change Last



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Prior Authorization: PDCAs

- Scheduling
- Emergent situations
- Communicating with patients
- Prioritization

Prior Authorization

- Integrated Prior Authorization Specialist
- Leveraged technology
- Created triggers and prioritizations
- Created patient education

Financial Counselors: PDCA

- Patient identification and scheduling
- Drug and co pay assistance identification
- Patient and family understanding
- Provider buy in
- Pharmacy collaboration

Financial ~~Counselors~~ Advocates

- Increased resources
- Automated scheduling with new patients
- Created patient education
- MAs guiding patients to the visit
- Renamed role

Your ^{New} Patient Appointments

Gundersen Health System Center for Cancer and Blood Disorders combines compassion and innovation for your care.

Your new patient appointment, which may take up to three hours, will introduce you to our multidisciplinary care team to ensure you benefit from the services and resources available to support your overall health.

Give us a call with questions or concerns: (608) 775-2385 or (800) 362-9567, ext. 52385.

Your Team

Clinician Visit/Medical Assistants



Financial Advocate

Potential expenses after a cancer diagnosis can create anxiety, and understanding insurance coverage and benefits can be confusing. You have access to a financial advocate to help you and your family:

- Access to resources for your current and future expenses
- Estimate future expenses
- Review and understand hospital or clinic bills and insurance coverage, including deductibles and out-of-pocket costs

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• Provide education from diagnosis through the course of your care

(ACS) navigator on site who can help you and your family

- Connect with financial assistance programs, transportation, temporary meals and board, and other services
- Understand your disease through educational materials
- Receive emotional support through ACS programs

including deductibles and out-of-pocket costs

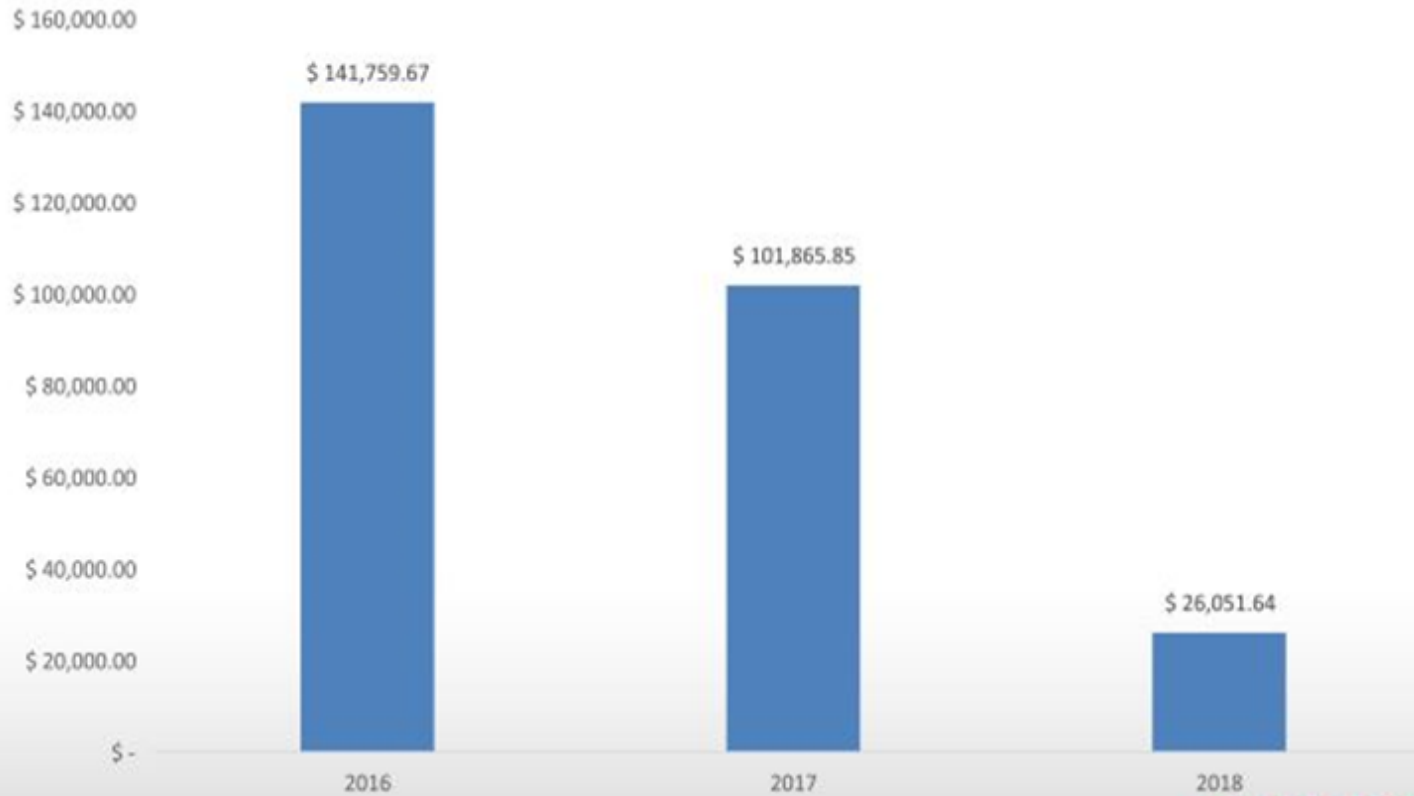
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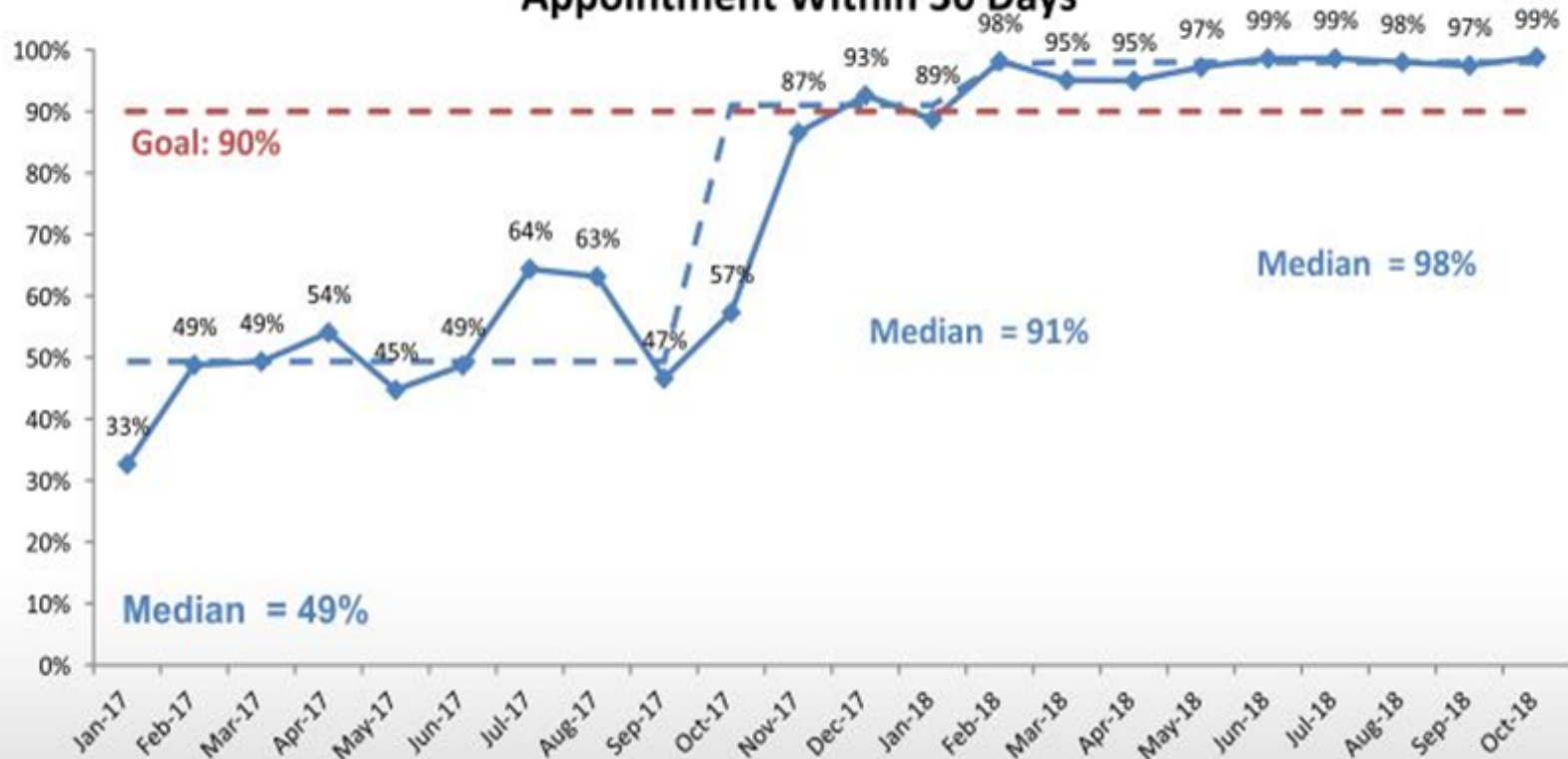
Results

Avoidable Write Offs



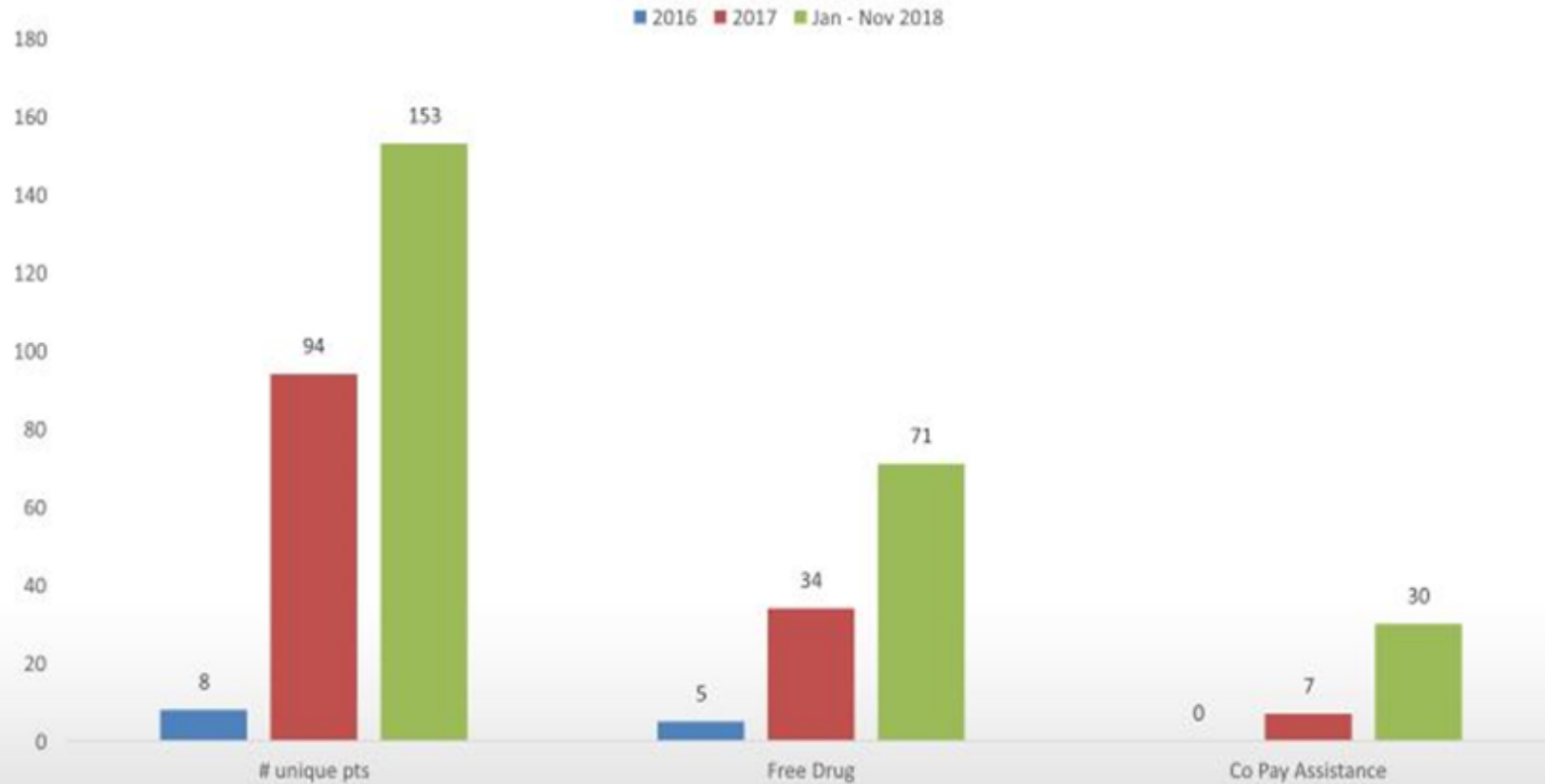
Results

New Cancer Patient Appointments with Financial Counselor Appointment Within 30 Days



Results

Financial Assistance



Results

- Relatedness across the team
- Created relationships
- Shifted a culture to view the whole patient
- Starting to ask the question:
 - “How will this impact my patient financially”



Next Steps

- Expanding automated drug assistance to infusions
- Genetic testing
- Financial Counselor in pharmacy
- New formulary guidelines

QUESTIONS?

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