

# Forget the Billing Blues, Sing a Song of Success with OneTouch

Providers and their teams have never been under so much pressure to produce quality outcomes and provide excellent care while managing the bottom line and maintaining census.

## The Team Can Help

Billing is always a challenge, but never more so with staffing shortages and other issues contributing to delays, gaps, and errors. The answer is a team of dedicated, knowledgeable partners to take the weight off their shoulders. They get that and more with PharMerica's OneTouch Billing Support.

"Billing is complex. There are many different elements involved to ensure you have accurate statements going out to customers and that claims move through the system quickly and efficiently," says Jennifer Yowler, chief financial officer of PharMerica.

"When the provider is working with different people or waiting days for call-backs, there are going to be areas where things are not done correctly. With OneTouch, by having a single person responsible for working with each customer and serving as their advocate, we develop a relationship that allows us to understand what the customer needs and work together to create more accurate billing that also lowers costs," she says.

"We reduce our customers' workloads, while cutting costs and eliminating claim rejections. At a time when they are watching every dollar, this is extremely important."

## Customers Gain an Advocate

This isn't just dedicated customer service. This is white glove customer experience. Clients don't just get a personal contact, they get an advocate, a billing and census partner who knows their business and understands their specific needs, goals, concerns, and challenges.

"Their advocate knows the organization's census and can recognize right away if something is off or doesn't look quite right," Yowler says. "Our people learn all components of billing, and they can pull them all together and be true bill-ing advocates. We also train them on customer service. We've invested significantly in training to ensure a full suite of services, all with the customer at the center."

In the past, Yowler says, "Customers didn't know who to call in the billing department if they had a question. By putting teams together that work with each customer, they now know who to call and can feel confident that they will get prompt attention from someone who knows them and their organization."

In developing and refining OneTouch, PharMerica didn't just guess or assume what their customers want and need. "As we developed the program, we solicited feedback about how to make sure OneTouch would meet their needs and enhance the customer experience," Yowler says "Their insights were very valuable in helping us launch a program that would improve their day-to-day functions and make things easier for them and better for their patients and their bottom line."

## Driving Accuracy, Savings

Working with the OneTouch program and their advocates, customers can feel confident that the appropriate payers are being billed promptly. As a result, payments come in quicker and more accurately. At the same time, OneTouch team members proactively notify facilities of noncovered and high-dollar medications prior to dispensing.

In fact, OneTouch drives savings at all stages of the census and billing cycle. In addition to personalized customer care, seamless soft-ware and eMAR integration improve access to information, transparency, and accuracy. With centralized data, OneTouch also enables insights into recurring issues to help reduce high-cost drives and spend through recommended actions, such as engaging with prescribers and medications that are repeatedly denied.

In a study last year, 94 percent of long term care facilities identified billing efficiency and accuracy as important or very important. OneTouch checks all the boxes and adds the personal touch that not only enables peace of mind but creates partnerships with a common goal of quality care and business success.

If any billing concerns arise, they get quickly resolved—typically within 24 hours. Yowler



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notes, "To keep facilities informed of their efforts, advocates hold weekly calls about what's in process and what's been approved or rebilled."

## Billing Excellence, Sweet Dreams

Providers have a lot to deal with every day—COVID-19 and its aftermath, rebuilding census, connecting residents with their families, and addressing staffing shortages and hiring issues, among other tasks and responsibilities.

"Providers have more challenges than we can imagine," Yowler says. "One thing we can do is reduce the time they need to manage billing and address problems that arise. If we can reduce their expenses and delays in payment and streamline processes that take burdens off their shoulders, they can focus on resident care and have fewer worries when they turn in at night." ■