The
state of collection
a state collection service, inc. newsletter

where we'll be

HFMA ANI
Orlando, FL, June 25 - 28
Booth #1833

locations

Madison   Beloit
Milwaukee   Chicago

800.477.7474

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tom haag, ceo

do you have a
game plan?

A solid game plan is clearly important to most any sports team. To employ the strengths of your team and to expose the weaknesses of your opponents requires a plan of attack. Obviously, game plans are not limited just to sports. One of the most important elements of successfully operating any business is a functional – but flexible – game plan.

Fifteen years ago, when State Collection Service was a much smaller business, we developed and implemented a Strategic Plan. Strategic plans are living documents, meaning that they are developed, monitored, and updated frequently. All of our managers and supervisors continue to be involved in the development and execution of this plan. Our plan is based on annual goals, but it is not limited to only those things that can be accomplished in one year. We review our goals quarterly and celebrate our successes annually. Of course, the plan is never complete because we are always enhancing it and it is ever-evolving. And in the third quarter of each year, we begin planning for the next year, typically looking out as far as three years into the future.

As you read through this newsletter, you will read things we have been reviewing, planning, and executing over the past several years. I hope it may also give you an idea of what we are looking at or are interested in for the future.

Spring is here…Life is good.

navigating uncertain waters
the importance of having a game plan

This year, we expect to see more major changes in the healthcare industry. Will the Affordable Care Act (ACA) be able to survive these changes? If not, what will take its place? Whatever it is, it will, no doubt, affect all of our lives. What we do know that the changes will not be as simple as a new name like the American Healthcare Act (AHCA). While I certainly can't predict the future, I do expect that whatever the end result, consumers will probably be paying a bigger share of their individual healthcare expenses and this will put extra pressure on our clients to recover more dollars in order to be successful.

Because we are in uncertain times, navigating uncertain waters, we know how essential a good game plan is. We devoted much of this newsletter to explaining and discussing our new tool, CallMiner's EurekaLIVE! I think that after you peruse these articles you will see why we believe this great tool and a great game plan ensures that we can handle any situation dealing with patients, and ensure we are complying with any healthcare changes. EurekeLIVE! is a real time monitoring and coaching tool that will ensure all calls are handled correctly, leading to a positive patient experience.

We continue to evaluate tools that will allow us to provide better support and services to our clients so that we can help provide the best patient experience possible. David Franklin's recent webinar on using predictive analytics to attack denials shows another tool that should help in the troubled waters of healthcare. Head over to our website to check it out.

Finally, we want to express gratitude to all of our clients for their ratings and comments that allowed us to maintain our Peer Reviewed Status with HFMA again this year. This year's report was our best ever, and we are very proud and humbled by the feedback we received. Thank you for your trust and confidence in State Collection Service!

RECENT WEBINARS

2017 STRATEGIES TO ACHIEVE
Breakthrough Results

Confidentiality, Privacy & Security: Free $peech Isn't Free When It Comes to a HIPAA Breach For Business Office Professionals
with Rose Reyes

Click here to listen to the recording!

State Collection Service's Continued Peer Reviewed Status

We are very proud to announce that State Collection Service has once again received HFMA's Peer Reviewed designation, securing our place on "The Short List"! The feedback we received through the Peer Reviewed process is both humbling and an honor, reaffirming our commitment to providing the very best levels of service to clients and consumers. Here is just some of the positive messages we received -

"State Collections concentration on customer service to the client as well as the patient's experience, puts them above their competitors."

"State Collection Service truly wants to makes the service a partnership with us. They work to make our job easier and more efficient for us. State keeps our mission and values in mind while dealing with our patients."

"I recently did an analysis of my 3 bad debt agencies in an effort to eliminate one of them. State Collections was one of the companies that I kept as their metrics prove their value. State had the highest netback, the most collection activity and touching of the highest percentage of accounts, and had the highest percentage of collections."
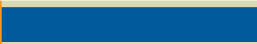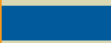
"What I appreciate about State Collections is the client vendor relationship is a partnership of shared goals. Their staff are respectful to our patients and follow our organization's values."

*"State is our best performing collection agency."*

PEER REVIEWED by HFMA* ®

Would Recommend
I would recommend this service to my colleagues.

Strongly Agree	70%
Agree	30%
Indifferent	0%
Disagree	0%
Strongly Disagree	0%
NA	0%

Mean Score = 4.70

Meets Expectations
The service met expectations.
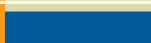
Strongly Agree	79%
Agree	21%
Indifferent	0%
Disagree	0%
Strongly Disagree	0%
NA	0%

Mean Score = 4.79

Value
The service represents good value for the cost.

Strongly Agree	61%
Agree	39%
Indifferent	0%
Disagree	0%
Strongly Disagree	0%
NA	0%

Mean Score = 4.61

tracy dudek, vice president of production

incorporating technology into the game
plan for each call and each day

Today's plan is to handle each patient interaction in a positive, professional and resolution-oriented manner. Tomorrow's plan is to handle each patient interaction in a positive, professional and resolution-oriented manner, and do all of that just a bit better than we did the day before.

Continuous improvement can now happen through the use of technology to guide a customer service agent's behavior. The technology becomes a feedback mechanism, which assists the agent through each unique call. At State Collection Service, speech analytics started with a plan to automate our agent scorecards and provide a quality assurance score on more than just a handful of calls each month. Four years later, after the installation of CallMiner's post-call analytics program, State Collection Service has achieved agent scorecards on 100% of calls; in fact, we were even recognized by Speech Technology Magazine for our implementation efforts. Without a doubt, having an automated way to score all calls has led to improved customer service as measured through scorecard Key Performance Indicators.

But post-call analytics was yesterday's plan. While that's still a good plan, today's plan includes CallMiner's EurekaLIVE! real-time speech analytics program. Imagine having all calls translated into text in 3-5 second intervals as the call is actually taking place and then being able to pull key words and phrases out of those conversations in real-time and provide feedback via an Agent Desktop Assistant to offer help to each agent! Our game plan for improvement is to continue maximizing the technology we have and it is a strategic goal to fully utilize the technology we purchase.

Within our Extended Business Office, when comparing the results for the 90 days prior to introducing real-time speech analytics to the 90 days after implementation, the results have been beyond what was expected! We have seen a 22.84% increase in financial/negotiation language, an 11.22% decrease in the customer asking for a call back, a 48.9% increase in our scripted TCPA required language (telephone/cell phone consent language), and a 17.5% reduction in risk language! I could go on and on about the positive results, but the point here is that seeking to utilize the technology you may already have to its fullest is just like creating your game plan for tomorrow! Looking ahead to the future can be inspiring to the team and lead to amazing results!

WHY WE LOVE CallMiner Eureka LIVE

17.5% Reduction in Risk Language

21% Reduction in Dissatisfaction Language

27% Increase in Supervisor Language; this may be due to the representatives engaging the supervisor more often and earlier on in the call due to two fly-out's that recommend a Manager or Supervisor involvement

22.84% Increase of Financial/Negotiation Language

26.84% Increase of Insurance Language
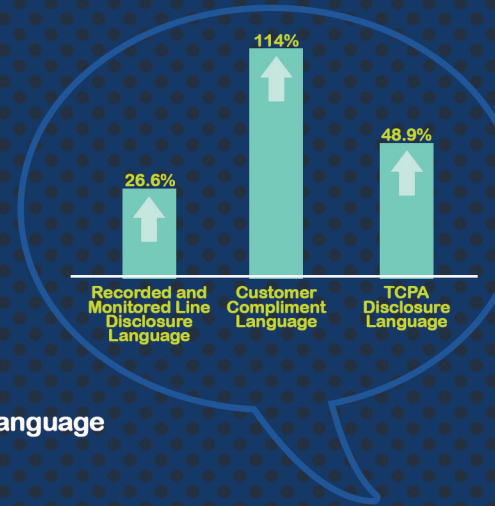
Scorecard and Search String Results comparing October through December, 2016 (prior to EurekaLIVE implementation), and January through March, 2017 (EurekaLIVE! implemented)

26.6% Recorded and Monitored Line Disclosure Language

114% Customer Compliment Language

48.9% TCPA Disclosure Language

11.22% DECREASE
Consumers requesting a call back

PROPER PATIENT IDENTIFICATION

94.12% Q4 2016

98.95% Q1 2017

leveraging predictive analytics to attack denials

If you were unable to join us for our recent webinar on March 16, 2017 we wanted you to have another opportunity to enjoy this valuable content presented by David Franklin, Chief Operating Officer for Connance.

David focused his presentation on the fact that high denial rates can have a detrimental impact on the revenue cycle. As he shared, *"The key to improving revenue cycle operations is to understand the root causes of insurance denials and attack those causes at their source."*

Improving denials management productivity can help your organization to:

• Automatically route denials and underpayments to the right collector/ team for faster resolution
• Claim status in real-time to improve collector productivity and reduce unproductive biller work
• Lower vendor fees by replacing simple balance-based or age-based vendor placement logic with cash value logic

The success Connance has achieved is based on advanced predictive analytic models leveraged to provide workflow insight and direction. Feel free to hear more and enjoy it at your convenience or share with your peers. Click Here.

If you have specific questions please feel free to reach out to Connance directly at info@connance.com.

seneca zachery, aca certified trainer specialist, crcr certified

using CallMiner feedback
to enhance our training programs

State Collection Service has made it a top priority to use the most advanced technology available in our industry to ensure the most positive interactions with patients. Our dedicated Training Department is fortunate enough to be able to introduce our newest team members to these advancements from the first day of new-hire training.

CallMiner's EurekaLIVE! is a speech analytics tool used for immediate, real-time coaching. In our offices, we have wall-mounted screens that list representative names and progress as they are on calls with patients. Color blocks populate next to the representative's name, signifying the patient's tone of voice and frame of mind. Using the colors we are all familiar with – green, yellow, and red – our teams are able to, at a glance, assess how every call is progressing throughout its duration. As you can imagine, the ability to constantly see how a call if going gives incredible power to our agents and supervisors to ensure that every call is handled with the care that we not only we expect, but that our clients expect. For example, if a patient states they want to speak to a supervisor, the block will change from green to yellow. If the consumer says the key word "supervisor" again, the block will move from yellow to red. This immediate feedback allows a supervisor or manager, as well as the training team, to provide assistance to both the representative and the patient, addressing any concerns right away.

EurekaLIVE! has innumerable benefits. We have seen the confidence rise in our representatives because they know that help is always a few steps away. LIVE! serves as a real-time coach, providing regular fly-outs with helpful information, helping to ensure they are providing each patient with a positive experience. Additionally, CallMiner allows us to review the recorded calls with the representatives at any time, allowing them to see and hear what went well and what could have been better. LIVE! allows for ease of coaching and feedback to help our representatives, encouraging positive behaviors and skill sets. Equally important, as trainers, we are able to recognize trends and create classroom training to combat any negative behaviors; the feedback loop of EurekaLIVE! helps us continually improve our curricula to emphasize those behaviors that ensure a positive patient outcome.

Research shows 71% of consumers would recommend a business to others following a positive experience. Twenty-one percent, would, however, seek "revenge" (e.g. posting a negative review online or venting frustration through social media) after an unsatisfactory company interaction. With that in mind, State Collection Service has found a way to ensure that the patients are receiving a positive experience while on the phone with our team. We are able to utilize all of the feedback from CallMiner and EurekaLIVE! for positive reinforcement as well as training opportunities. Our use of advanced speech analytics has positively shaped and enhanced the Training Department, ensuring we have the finest representatives representing State Collection Service and our clients.

statecollectionservice.com

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State Collection Service, Inc.

EurekaLIVE! Success Stories

State Collection Service has always prided itself on providing the best customer service possible. I have found that with EurekaLIVE we are able to surpass that expectation. As a supervisor I feel that I am better able to be proactive in helping my team. I can tell as soon as a representative is beginning to struggle. I can go into the command post, flag the account, view/listen to the call, and go offer assistance. Sometimes the representative needs me and other times they don't, but I am available for them, This has been a great tool with coaching new situations and helping with talk offs. I feel like we are building a stronger customer service focused team.

Michelle Natz - Extended Business Office Supervisor, Madison

I have found the eyeball MOST helpful for our new hires. All the little things I would write down to help them flow through the call easier, all conveniently show up there! I think the best thing about it is that it eliminates new hires from being lost during the call. And ultimately, I feel that it makes them a lot more comfortable! And, that makes it easier on all of us.

Tiffani Edwards - Extended Business Office Representative, Beloit

The command post has done a lot of positive things for me. Besides the stated purpose to head off hot calls before they boil over, I have been able to more readily identify and interact with newer reps or just reps not on my team. I even completed an updated seating chart and command post alpha list to identify who everyone is and where everyone sits. I have much better interaction with the floor now, which is a great side effect of EurekaLIVE.

Doug Beaudry - Extended Business Office Supervisor, Beloit

17th Annual State Collection Service Awards Banquet

The end of April marked our 17th Annual Awards Banquet. This is an evening for all of us at State Collection Service to reflect on the past year's successes and accomplishments. It was a fabulous evening filled with good friends, good food, and great entertainment! To all of our valuable employees, thank you for your continued work and dedication to State Collection Service!

State's Continued Charitable Giving Efforts

The first half of the year has been, not unlike past years, a roaring success for charitable giving fundraisers in all four of our offices. It come as no suprise that our employees have continued to show great generosity towards the less fortunate within their own communities and because of these efforts, State Collection Service has already raised a staggering amount of money and goods for our local groups in need.

Some fundraising highlights from this year so far:

The State Collection Service Polar Plunge Team raised $9,400 and continued their corporate sponsorship for the fifth year in a row. Fundraisers included a chili cookoff, pancake breakfast and a 50/50 raffle. We had 18 jumpers take to the waters on a rare 68 degree day in February... the water was still a chilly 38 degrees! Way to go team!

In March and April we worked with our local food pantries to raise money and good. In Madison we raised almost $500 and collected four shopping carts worth of goods to donate to The River Food Pantry.

With the help and generosity of our employees, in the coming months we will be holding fundraisers for our local Humane Societies, Cars Curing Kids, Back to School Backpack Drives, Koats 4 Kids, Susan G. Koman and Adopt-A-Family.

Oh Babies!

Congratulations to Cassandra Miller Garcia (Beloit), Katie Wood (Madison), Danielle Dagnon (Beloit), Cynthia Vargas (Beloit), Amber Jett (Milwaukee), and Brittany Palmar Milwaukee), on the births of their babies!

Maryanne Rose Miller Garcia (lower left) arrived December 28, weighing 8 lbs 12 oz, 20.5 inches long.

William Elliott Wood (middle right) arrived January 24th, weighing 7 lbs 12 oz, 19.75 inches long.

Easton Matthew Dagnon (upper left) arrived February 26, weighing 9 lbs 14 oz, 22 inches long.

Jayla Jazlee Vargas (upper left) arrived March 24th, weighing 6 lbs 15 oz, 18.5 inches long.

Mason James Jett (middle left) arrived April 4th, weighing 7 lbs 10 oz, 19.5 inches long.

Eleanor Louise Schulte (Palmar) (lower right) arrived April 5th, weighing 7 lbs 3 oz.

Congratulations again, to all of you on your new additions!