

GCOSC reduced cancelled and/or rescheduled cases by 89% after implementing Clariti's Solutions.

Gulf Coast Outpatient Surgery Center (GCOSC) is a free-standing, multi-specialty, state of the art facility serving Biloxi, MS and surrounding area for the last 16 years. GCOSC has three operating rooms and two procedure rooms. They perform over 900 cases per month, 30% of which are pain related.

The Challenge

With nearly 1,000 cases per month, the business office staff was having a hard time providing timely cost share communications with patients. Lack of clear and timely disclosure resulted in having to reschedule or cancel cases. Patients were unsure about exactly how much their out-of-pocket expenses would be or exactly how much their insurance would cover, so they were hesitant to proceed with procedures. Patients and staff were becoming frustrated and physicians were upset when they were unable to perform scheduled cases.

Due to these issues, GCOSC was looking to add another Full-Time Employee (FTE) to focus solely on patient financial counseling. They needed an automated solution that was effective in communicating with the patient without losing the compassion that comes with a human's personal touch.

The Solution

GCOSC implemented Clariti and the benefits far exceeded expectations. They've been able to:

- Reduce cancelled/rescheduled cases by 89%
- Produce accurate financial estimates in minutes
- Communicate with patients well in advance of their procedures so there are no surprises
- Better inform patients of their financial responsibility, improving trust & satisfaction and reducing confusion

89% REDUCTION IN CANCELLED OR RESCHEDULED CASES

