

Wayne Langley



American Management Associates LLC, (AMA), is a single member LLC solely owned by Wayne Memorial Hospital. AMA serves as the exclusive provider for Wayne Memorial Hospital of the following self pay collection services:

- (1) Early Out Self-Pay Collections
- (2) N.C. Medicaid Screening and pre-application processing
- (3) Retrocheck Medicaid Eligibility Batch Processing
- (4) Affordable Care Act Enrollment Facilitator**
- (5) Insurance Denial Follow-up
- (6) Initial Bad Debt Collections
- (7) Wayne Medical Assistance (Charity Care)

Affordable Care Act Enrollment

ACA Year # 1

AMA and hospital staff noticed a correlation between the work we were doing with Medicaid Screening and what we believed the work would be to assist a self-pay patient in the ACA enrollment process

Affordable Care Act Enrollment

ACA Year # 1

AMA and hospital staff noticed a correlation between the work we were doing with Medicaid Screening and what we believed the work would be to assist a self-pay patient in the ACA enrollment process

The ACA application process turned out to be much more time consuming and required much more follow-up than our staff could handle given the limited amount of time that they had with each patient

AMA and hospital staff decided to
continue screening patients for
Medicaid and push ACA enrollment
candidates to our local FQHC
Goshen Medical Center
who had a office across the street
from the hospital

ACA Insurance Discharges
Fiscal Year
October 2013-September 2014
Charges and Receipts
Blue Cross

Total ACA Encounters	656
Total ACA Charges	\$2,833,207
Total ACA Receipts	\$2,003,508

Affordable Care Act Enrollment

ACA Year # 2

First Time Enrollment Event

January 31, 2015

Advertising

Radio

40 Large Signs Countywide

Newspaper

7,500 Flyers mailed

Staff

Goshen Medical, Sorien and Enroll America, Jennifer and Legal Aid of NC, Kellan and Care Share and many other members of our group assisted in obtaining all of the counselors necessary for the event

Wayne Memorial Hospital Cafeteria



ACA Insurance Discharges
Fiscal Year
October 2014-September 2015
Charges and Receipts
Blue Cross

Total ACA Encounters	1,898
Total ACA Charges	\$6,649,844
Total ACA Receipts	\$4,516,399

ACA Insurance Discharges
Fiscal Year Comparison
2014-2015
Charges and Receipts
Blue Cross

	2014	2015	Increase	% Increase
Encounters	656	1,898	1,242	189%
Charges	\$2,833,207	\$6,649,844	\$3,816,637	135%
Receipts	\$2,003,508	\$4,516,399	\$2,512,891	125%

AMA and hospital staff agree
that ACA needs further attention
and it is decided to do
2 enrollment events
during the next enrollment
period

Affordable Care Act Enrollment

ACA Year # 3

Enrollment Events

December 12, 2015 & January 9, 2016

Advertising

Facebook

80 Large Signs Countywide

Newspaper

49,000 Flyers mailed

Every Door Direct

Staff

Goshen Medical, Sorien and Enroll America, Jennifer and Legal Aid of NC, Kellan and Care Share and many other members of our group assisted in obtaining all of the counselors necessary for the event

A photograph of the Wayne Memorial Hospital building, a large, modern, multi-story structure with a curved facade and many windows. The building is set against a clear sky with some trees in the foreground.

AVOID INCOME TAX PENALTY

Sign up for

Affordable Health Insurance

Saturday, January 9, 2016

Wayne Memorial Hospital Cafeteria

2700 Wayne Memorial Drive - Goldsboro, NC 27534

10:00 a.m. - 3:00 p.m.

Counselors Onsite for Assistance

Maximum Coverage * Affordable Premiums * Subsidies Available

Affordable Health Insurance
Saturday, January 9, 2016
Wayne Memorial Hospital Cafeteria
2700 Wayne Memorial Dr.
Goldsboro, NC 27534

Sign up

Call 910-267-2025

to schedule an appointment.
Walk-ins welcome. Spanish help available

Documents
you'll need
to enroll.

WHAT YOU NEED TO BRING:

- **COPY OF INCOME** (For example:
pay stubs, W-2 forms or tax returns)
for every member of your household
- **EMPLOYER-SPONSORED
INSURANCE INFORMATION**
for which any household member
is eligible

P.O. Box 8001
Goldsboro, NC 27533

PRSR STD
ECRWSS
U.S.POSTAGE
PAID
EDDM RETAIL

*******ECRWSS*******

LOCAL
POSTAL CUSTOMER

Wayne Memorial Hospital Cafeteria



December 12th & January 9th Events Results

	12/12/2015	1/9/2016
Counselors	10	14
AMA Staff	4	5
Total Attendance	90	125
Total Enrolled	26	45
Total Surveys		88

ACA Insurance Discharges
Fiscal Year
October 2015 - August 11, 2016
Charges and Receipts
Blue Cross & United Healthcare

Total ACA Encounters	2,368
Total ACA Charges	\$9,012,375
Total ACA Receipts	\$5,323,704

Fiscal Year Comparison 2015-2016 to date Charges and Receipts Blue Cross & United Healthcare

	2015	* 2016	Increase	% Increase
Encounters	1,898	2,368	1,242	25%
Charges	\$6,649,844	\$9,012,375	\$2,362,531	36%
Receipts	\$4,516,399	\$5,323,704	\$807,305	18%

* 2016 totals represent data through August 11, 2016 for fiscal year ending September 30, 2016

How do we know if the enrollment event by itself was a cost effective tool for facilitating insurance enrollment through the ACA?

AMA staff reviewed all of those who enrolled at either ACA event and comparisons were made using only information that was obtained by ACA staff which was name, phone and whether or not they were able to sign-up that day for a plan. This limited data was compared to hospital demographic data. Those who could be identified as a match to the demographic data were then examined to see if they had been admitted to the hospital and covered by an ACA plan after being enrolled at their respective event

ACA Insurance Discharges identified for 6 months since last enrollment event January 8, 2015 Blue Cross & United Healthcare

Total Enrolled at both events	58
Total Event enrolled Encounters	13
Total ACA Charges	\$95,880.45
Total ACA Receipts	\$69,962.39

Note: Totals are for the first six months only

RETURN OF EVENT INVESTMENT
for the last six months

Event Cost	Receipts	Net Return	% Return
\$35,767	\$69,962	\$34,195	95.6%

Other Insights and benefits that are known to be a result of ACA enrollments

88 Community Needs Assessment Surveys

AMA Staff received additional ACA Training

Those enrolled were given a list of primary care physicians that were accepting new patients

ED Visits for last two fiscal years significantly down

Bad and Charity care are also significantly down

Final Thoughts

AMA and Wayne Memorial staff have seen a direct benefit from our ACA enrollment events. We would like to encourage all hospitals in the State of North Carolina to consider similar events in your area. Please contact NC Get Covered, Enroll America or the appropriate group in your area.

If you need further assistance from me or my staff please do not hesitate to call

Questions
Comments?

Joe Langley
President & CEO

American Management Associates LLC

Email: joe@retrocheck.com

Phone (919)-868-3899