

Case Study: Mercy Health

Employing Ancillary Revenue and Cost Avoidance Strategies While Maintaining High Quality Care

Challenge

Standardize operations and establish efficient business practices that promote physician product autonomy while maintaining superior quality of care throughout Mercy Health.

Solution

Integrate a proven model, comprised of a solution-driven ancillary revenue program, which provides opportunities for expansion into Emergency Departments. The use of Group Purchase Organization pricing delivers Medicare patients competitive pricing on their prescribed equipment.

Results

Building on a successful total solutions offering from Breg, Mercy Health and its orthopaedic partners expanded the DME program in 2013. As a result, Mercy Health now provides DME services at each of its 17 locations.

Mercy Health's current orthopaedic partners established Breg's DME ancillary revenue program in 2007. Since its inception, the programs have generated a profit and increased quality of care to its patient population.

Mercy Health includes 5 hospitals, 17 orthopaedic practice locations with 42 orthopaedic practitioners, serving Cincinnati and surrounding communities. Mercy Health provides orthopaedic coverage for the Cincinnati Bengals, Miami University and 30 schools in the area.

Mercy Health provides comprehensive, expert orthopaedic care for more patients in Greater Cincinnati than any other health system. "Our goal has always been to connect the Cincinnati patient community to the best physicians and care," said Andrew Holtzapfel, Mercy Health's Director of Durable Medical Equipment. "It is this focus on access that has driven Mercy Health's growth so rapidly."

In 2013, Mercy Health expanded its orthopaedic service across the Cincinnati market. These new partnerships provided the opportunity to integrate Breg's OrthoSelect® ancillary bracing program and Vision™ workflow management software. As a result, the OrthoSelect program has increased revenue and provide additional opportunities for DME growth in Mercy Health.

"Given their success with Breg's programs, we decided to implement Breg's solutions across all of our practices," Andrew said. The health system has established Breg's OrthoSelect program in its orthopaedic physician practice locations. It is currently evaluating BregBill Plus, a stock and bill program, for its six emergency room departments. These two

"Mercy Health is a large healthcare system and our program is able to meet the needs of the many departments and physicians while maintaining excellent care. Our program complements the patient's continuum of care by providing direct access to necessary equipment. Breg's hybrid solutions program has proven to be valuable in bridging those needs into an efficient and successful program."



Andrew Holtzapfel, MS, ATC
Director, Durable Medical Equipment
Mercy Health, Cincinnati, Ohio

systems work together to consolidate and streamline Mercy Health's quality product offering at these access points. The health system also takes advantage of Breg's Premier contract for value pricing on products dispensed to patients throughout the system.

Andrew especially appreciates the program reporting he receives. "We are always up to date on our DME program," he said. "We have a pulse on product dispensing and have just the right

amount of product on hand to meet the needs for our patients. With tight inventory management, we don't have unused product sitting around."

For Andrew, the biggest impact has been on patient care and convenience in the physician practices. With Breg's integrated solutions, there is just one point of care. Doctors write scripts that are filled on the spot. Patients are taught how to use the products, which is important for patient satisfaction.

"The Breg team is a huge asset," Andrew said. "They really understand the intricacies of our practice, how to make them more efficient, and how the processes of billing and insurance affect patient experience. Together, we are constantly looking for ways to adjust our workflow to make our process most efficient while maintaining compliance."

By using all three solutions: OrthoSelect for in-office bracing, BregBill Plus for ER stock and bill, and group purchasing agreements, Mercy Health has streamlined workflow, cut costs across the orthopaedic episode and provided high quality products and services to patients.



2885 Loker Ave. E. Carlsbad, CA 92010 USA
Toll Free Tel: 1-800-321-0607
Local: +1-760-795-5440 Fax: +1-760-795-5295
www.breg.com