



Revenue Cycle Management with Cirrus



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Revenue Cycle Management

The healthcare industry is changing fast. Every single change or shift impacts healthcare cost margins, so, Providers that want to improve yield must think in a new way as technology and payment trends are reshaping the revenue cycle. As a leader, the providers have the crucial responsibility of managing revenue cycle in a whole new way which we call revenue excellence. RCM has become vital for mature markets such as North America as well as for nascent markets like the Middle East and KSA.

Across both markets, the Middle East and KSA, hospitals and health systems continue to struggle with downward pressure on reimbursements and yield. In such circumstances, many organizations are looking to improve performance at reduced cost. If providers want to improve performance for both yield and cash collections, they must think about Cirrus RCM as a revenue excellence solution.



Why is Cirrus RCM important for healthcare institutions in the Middle East

According to the 2021 Global Medical Trends Survey, it's found that medical insurers globally report that health care benefit cost increases have slowed from 7.2% in 2019 to .9% this year, but are expected to climb to 8% in 2021. The dip this year (2020) is essentially thanks to the cancellation of medical appointments and elective, non-emergency treatment during the worldwide pandemic, which placed huge stress on health care infrastructure in many markets.

COVID-19 has reduced utilization of health care services through the lockdown period globally, also within the UAE and, whilst there has been some rebound from delayed treatments, that lower demand is predicted to continue into next year, whilst confidence and access gradually return. Also, insurers within the UAE picked up some elements of COVID-19 related costs in 2020, they aren't expecting a big uplift in 2021 trend. In the UAE, the trend has fallen from 9% in 2019 to 8% in 2020, and is forecast to stay at 8% in 2021.

Emergencies, like the COVID-19 pandemic, pose unprecedented challenges to the healthcare community, while the adoption of recent technologies remains one among the foremost important factors that help empower the healthcare sector to urge

through this crisis, and positively, the power to seamlessly share patient information is extremely beneficial for healthcare professionals.

So how can hospitals & providers unlock the potential to minimize their cost in 2021 and onwards?

The answer is Cirrus RCM, that places the patient experience at the center of all collection activities & leverages analytics and technology in a new way to connect Middle East public and personal sector healthcare providers with the aim to share data in real time throughout the country. It also complies to International as well as UAE digital standards to retrieve patients records, also offers innovative solutions within the fields of charges, claim automation, denial rejections, billing , contract



management , patient demographic and encounter record, real time eligibility and Tax management along with annual audit reports. Cirrus RCM will help create a national unified record for patients accessible by healthcare professionals across the Middle East.

This document discusses how providers achieve revenue excellence?

Cirrus RCM serves hospitals and providers by diligently following up claim related issues with payers, by billing patients appropriately & by reconciling their payments with receipts. The providers/hospital can transform their clinical, financial and

administrative operations smoothly. Revenue and Health records cannot be managed effectively unless there is a system to assure the different information meets the service needs. Cirrus RCM is an effective management system that ensures the registries are properly and efficiently created, managed and recorded; providing full availability of it to the administrative personnel. Additionally, our RCM streamlines workflow and modernizes patient experience with our comprehensive suite of solutions, proving to be an ideal tool to:

- Support patient/client care & continuity of care.
- Support service provision.
- Support day-to-day business which underpins the delivery of care and revenue collection.
- Support evidence-based clinical practice.
- Assist clinical/professional and business audits.
- Support improvement in clinical /professional service effectiveness through reports and archival functions by taking account of the historical importance of material and the needs of future research and revenue improvement.
- Support choice and control of patients and clients over treatment & services.
- Support sound administrative & managerial decision making for UAE healthcare officials and for DHA (Dubai Health Authority).
- Support regulatory compliance standards to protect & meet the legal requirements including the privacy and security of healthcare records, requests from the patients, and other parties directly involved. I.e Tax, Insurances & Pharmacies.



If you are not profitable, you can't keep doors open to provide healthcare to your patients.

Over the past few years hospitals and healthcare systems have faced new challenges due to RCM performance due to changing COVID-19 pandemic. There have been changing trends of shifts in payments, responsibility and bad debt have heightened administrative burdens, and also have created significant new obstacles for the hospital operations and revenue management. The major trend in healthcare in recent years has been a shift in financial responsibility towards patient and managed care plans. Now most patients bear a greater share of the overall financial burden. Large proportion of patients covered by government sponsored insurance are in managed care plans. Collecting balances from patients who are underinsured or likely to have large

out of pocket liabilities has become a top priority for providers.

Because of the challenging external environment providers need to think differently if they are to significantly improve performance while reducing costs and complexity. We believe that achieving revenue excellence requires a comprehensive approach that is possible by adopting end-to-end billing service in Cirrus RCM, that is available to significantly improve any hospital's bottom line in order to make it profitable, to decrease expenses and to improve collections. Cirrus RCM's innovative technology platform combined with proven experience will help thousands of hospitals & medical practices succeed:



- To maximize revenue.
- To increase collections.
- To improve the efficiency of hospitals/providers & medical practices.
- To boost profit & to improve the bottomline.
- To perform daily claim submissions & follow up
- To gather feedback and information to address changes and issues need to be addressed.
- To manage & report charge lag & unbilled charges.
- To report monthly claim rejections/denials and to take actions to prevent future denials.
- To monitor billing process/to bill patients appropriately.
- To reconcile payments with receipts.
- To post audit and perform contract analysis.
- To perform online insurance eligibility information.

Middle East medical insurance costs expected to rise by 8% in 2021 & due to global cost rise as Covid-19 hit uptake of medical and health services, Cirrus RCM will allow providers to make the best business decisions for their hospital/clinic/Health city. Most providers remain heavily dependent on manual processing of claims and follow-up work that decreases their revenue and also consumes more time. Sometimes narrow networks require additional financial clearance activities, such as validating provider enrollment, certifying coverage for the planned treatment and sometimes predeterminations.

Cirrus RCM digitizes and operates automation to improve margins, to improve efficiency, to offset the rising

cost of the operations and to leverage advanced analytics to enable better decision making and resource management. As an integrated care Cirrus RCM manages the entire billing cycle and is able to control the clinical quality along the care process of a specific disease state. What does that mean?

Hospitals or healthcare facilities might have people who are solely focused on the billing cycle, sometimes an organization faces shortage of trained resources to handle their revenue cycle management requirements. These people or trained resources might be very efficient, but what if the organization falls short of trained staff to complete the standardised process of RCM?



Cirrus RCM Process Cycle / How Cirrus RCM works?

Cirrus RCM cycle is super simple and every day hundreds of hospitals/providers reduce their operational expenses, enhance patient experience, reduce rejection rate and time to collection. To help organizations thrive, optimise workflow and boost their bottom line with state of the art services for:

- **Charge entry**
- **Charge audit**





Medical billing is the process of submitting and following up claims with payers. This process may be tedious but it is vital to every provider. Providers & hospitals staff can prepare their claims using Cirrus RCM, any error or issue is flagged or sorted out before claim submission. E-claims are submitted quickly & more frequently via Cirrus RCM to reduce the billing cycle. Charge audit is performed for each claim. Account receivable and denials are checked & managed efficiently, thus enabling providers to optimise their revenue stream and gain additional value by reducing denials, eliminating wastage and implementing correct coding guidelines. To harness healthcare costs within the KSA providers can increase revenue with Cirrus RCM comprehensive suite of solutions for:

- Claims filed
- Claim reconciliations
- Denial management & appeals

To leverage insights from easy to read reports, and to assess the quality of clinical performance Cirrus RCM provides hospitals unlimited, on the go access to:

- Payment reconciliation

- Perform & post audit
- Perform Contract analysis

For practices and hospitals to be sustainable, they must be able to negotiate payer contracts that reflect the true value of tangible and intangible services. Cirrus RCM offers providers to perform contract analysis, perform audit and customize pricing services to suit hospital's specific needs. Working closely with practices as our partners, Cirrus RCM ensures fair pricing of contracts so that providers or practices can maximize their revenue potential and achieve a sustainable market positioning. Cirrus RCM ensures that the contract terms related to submissions, re-submissions, denial management and reconciliation are impartial to both the provider and the payer. The contract and price List manager in Cirrus RCM is specifically designed to manage all client contracts, network access and price lists with payers to streamline the process. It guarantees an audit track of all price changes, contract particulars, renewal dates and price revision terms. Cirrus RCM offers exclusive compliance with multiple tax categories affecting the patient's charges depending upon their classification:



- Robust multiple tax configuration for UAE and KSA.
- Tax category administration.
- Sales price list management including fixed priced packages or healthcare bundle.
- Client management / policy management.
- Product services and catalogue management.
- Claim management & overall business intelligence.

Cirrus RCM is exclusively modularized & provides instant business intelligence to specifically analyze healthcare data alongside the enterprise information for:

- Eligibility & Electronic billing
- Total value of the claim will vary

Medical coding is the process of assigning standard codes to specific services, procedures, medications provided to patients as part of outpatient or inpatient treatment. Medical coding is mandatory for regulatory compliance according to Middle East Laws and Nphies for KSA. Medical codes are part of provider's e-claim transactions, therefore inaccurate coding increases the chances of claim rejections by payers. Cirrus RCM is suitable in any coding setting, including inpatient and outpatient services and is proficient in using industry coding standards such as:

- ICD-9 and ICD 10 (International classification of diseases) for diagnostic codes.
- ICD- 10-AM (International Statistical Classification of Diseases and Related Health Problems Tenth Revision, Australian Modification) for diagnostic codes specifically applicable to Saudi Arabian Healthcare Market.
- CPT(Current Procedural Terminology) for procedure codes
- IR- DRG (International Refined Diagnosis-Related Group) for patient classification system.



Hospitals and health systems will continue to face pricing pressures as well as rising claims processing workloads. RCM teams will need to leverage technology to replace highly manual processes and take greater advantage of available data and advanced analytics. Using the Cirrus RCM, providers can check online eligibility, hospital staff can verify insurance particulars during patient encounter & registration and receive a real time response about the patient's insurance benefits. This prior insurance verification will increase revenue for a practice and will save time through electronic billing. Providers can use advanced analytics to enable better decision making and resource management through Cirrus RCM. Providers will use predictive analytics to better understand rejection and denial trends. Data analytics in Cirrus RCM streamlines the billing process and develops more targeted or smarter claim processing approaches.

To keep hospital/practice/healthcare growing, Cirrus RCM helps them to:

- Reduce claim errors to recover 5-12% loss on the revenue.
- Collect maximum revenue from insurances with instant claim process and best payment control.
- Minimize 2-5 days time for account receivables.
- Increase patient satisfaction by reducing time: improving operational workflow and enhancing the patient experience to reduce stress for upfront payments.

Cirrus RCM offers hospitals an easy way to manage the whole revenue cycle. Cirrus RCM offers exclusive compliance to Nphies for KSA, & UAE regulatory bodies can set policies and monitor adherence across facilities and payers.

Cirrus RCM provides exceptional patient care by offering Regulatory & non-Regulatory compliance for Protected Health Information (PHI), by coding & Abstracting diagnosis, so that the hospital can collect all the money by avoiding compliance issues. As accurate coding & abstracting provides unparalleled compliance and cashing by reducing denied claims & Cirrus RCM helps hospitals/practices avoid denial claims & rejections while maximising revenue.



Cirrus RCM is Nphies Compliant

Nphies is the National Platform for Health & Insurance

Transforming the health care sector in the Kingdom of Saudi Arabia, by using the latest technologies to enhance the level and quality of health services.

In order to achieve compliance with Nphies and to support public health in KSA Cirrus RCM complies to the following CCHI standards:

1. Regulation of Health Data (Confidentiality of Information)

Cirrus RCM regulates & protects health data regardless of its form, including names of patients, information collected during consultation, diagnosis (DGRs) Diagnosis related group/inpatient information, treatment including main medical or surgical procedure including complications after surgical procedure.

2. Standards for processing of health data.

Cirrus RCM maintains the confidentiality of health data & uses patient information for the purposes of provision of health services only, except with the prior consent of the patient. Cirrus RCM complies to the methods of patient consent & strictly follows the obligations not to disclose patient data to any third party without any prior permission of the patient. Cirrus RCM safeguards & abides by Health Insurance Portability and Accountability Act, a set of global standards that protects the Accuracy, Integrity and Confidentiality of Patient's medical information.



3. Privacy for processing of health data (GDPR)

Cirrus RCM ensures that the health data processed is accurate and reliable. Security of health data is another prime functionality that our RCM ensures & protects the health data to prevent its unauthorized processing, damage, alteration, deletion, or amendment. Cirrus RCM abides by General Data Protection Regulation, a set of global standards that protects data and privacy of patient's medical and personal information.

4. Standards for Security of health data Interoperability

Cirrus RCM allows hospitals to create individual patient account tracking complete demographic information, patient encounter tracking consultations & procedures performed within the hospital & also tracking the charges of Medical or surgical procedures, Lab tests, diagnosis and Pharmacy charges and links it to the patient's policy coverage/insurance after checking real time eligibility. Our RCM ensures complete security of contractual obligations for data processing & information security. Also imposes further obligations on service providers to support compliance with the law, such as annual rights of audits.



Cirrus RCM is UAE Healthcare Law compliant | Quality Assurance

Regulatory compliance in the UAE health sector related to patient safety, the privacy of patient information, & billing practices has witnessed rapid and significant changes as governments in the region issued new and enhanced laws & regulations to attract the private sector in the wake of COVID-19 pandemic. Based on best global quality assurance practices, Cirrus RCM strictly complies to the obligation to safeguard patient information seriously set by DOH (Department of Health Abu Dhabi), MOH UAE (Ministry of Health and Prevention) DHA (Dubai Health Authority) or Dubai Healthcare City for following:

1. Data Privacy Standard

The Data Privacy Standard addresses identifiable patient health information known as Protected Health Information must meet minimum data protection requirements. Cirrus RCM complies to Data Privacy Standard setting the maximum data protection requirements including:

- Secure and optimal use of PHI (Protected Health Information)
- Security and Safety of PHI to maintain confidentiality, integrity, availability & privacy of data for all categories of healthcare entities regulated by DOH, MOH in UAE as well as all healthcare professionals, insurance providers, vendors, service

providers, brokers and third party administrators who access or process patient data.

- Circumstances in which PHI may be disclosed, Cirrus RCM strongly encourages prior consent from patient or relevant entities (Providers & Staff).

Cirrus RCM strictly abides by the Health protection, privacy & confidentiality of patient's information for:

- Patient encounter Record/ Demographics
- Patient Health Record
- Billing practices
- Tax Administration
- Insurances
- Third party Integrations i.e Pharmacies, Labs etc



How can RCM help KSA Healthcare IT Ecosystem grow and prosper?

Increasing demand for health Insurance and Growing Adoption Rate in the healthcare IT Ecosystem are expected to drive the Growth of the RCM Market in KSA. Following are the key factors for RCM adoption:

1. Gap in Healthcare Training & Healthcare Force

KSA is one of the fastest -growing digital health markets in the GCC region, despite the industrial growth, the educational sector has not been able to produce an adequate number of physicians, nurses, and healthcare technicians. The vast majority of healthcare professionals in Saudi Arabia are non Saudis. Often the health manpower picture in Saudi Arabia is referred to as the “ United Nations of Health Professionals”, reflecting the large number of countries represented. These professionals receive generous premium pays , increasing the cost of the healthcare budget. This gap is an eye opening indicator of the lack of skilled staff in health IT from within KSA. The solution to this gap is healthcare Revenue Cycle Management which is a lifeline for healthcare providers to ensure they receive the appropriate and fair revenue for a patient’s treatment.

To curb the rapidly expanding healthcare costs in Saudi Arabia, today most private healthcare organisations are looking at adopting latest healthcare technology solutions because they know their investment will help them to provide better, safer, faster and efficient care. A leading hospital IMC is paving for more private hospitals in the kingdom to adopt a cloud -based Revenue Cycle Management with integrated EMR solutions that will empower them achieve their goals. The hospitals that have already digital systems in place believe that a cloud-based Revenue Cycle Management module integrates clinical, administrative, financial data seamlessly, & a comprehensive RCM module is an important game changer in automating many operational processes.



2. Regulatory Mandates for Adoption of Revenue Cycle Management

The regulatory mandates are the key factors that are driving the RCM market growth for the adoption of Healthcare Information Technology (HIT) systems in healthcare settings and failure of the traditional medical billing systems to provide insights about billing operations. Regulatory requirements are very stringent throughout every step of the Revenue Management Cycle, including service and delivery. The Healthcare Industry in KSA is expected to demonstrate its quality management processes and ensure best practices in everything it does with the greater emphasis on risk management and risk based decision making as well as regulatory requirements for privacy and protection of patient's health

information. Additionally, changes in regulatory guidelines such as the addition of ICD-10 in 2015 led to the growing demand for HIT systems including revenue cycle management systems to improve the efficiency of healthcare delivery.

Furthermore, the presence of large established hospitals and healthcare infrastructures, favorable regulations, and increased need for reducing healthcare costs present lucrative growth opportunities for RCM market in Saudi Arabia for:

- Standard Medical Codes
- Compliance audit of the hospital
- Electronic Claims
- Restricted Access to Medical Records
- Password Protected Access to RCM



There are supply gaps for several speciality areas mentioned above, spurring hospitals to harness a seasoned RCM with integrated electronic health record having innovation with the patient registration process, improving the ease and accuracy of patient coding in alignment or mapping the service code lists with Nphies codes, which have been announced in the provision PD 02-2020 and have been modified in the provision PD 04-2020 for the Healthcare Providers (HCPs), Health Insurance Compliance (HICs), and Third-Party-Administrators (TPAs). An RCM must offer innovation with regard to working proactively with patients who have high deductible health plans. It is important for Revenue cycle leaders to understand and utilize information technology for innovation in many other connected areas. and need not only be subject matter experts in billing and collections.

The hospitals in KSA need to harness the advantages of outsourcing or adopting the revenue cycle management for the availability of skilled and trained professionals, cost-effective and efficient services, and compliance to required rules and regulations. These benefits have led to the increased adoption of outsourcing services in recent years in KSA.

3. Strategic use of Technology

The revenue cycle leaders must understand the use of technology to ease the communication amongst health ecosystem harmonies, by adopting unified language in an acceptable format. The revenue cycle leaders should understand and have an insight of how the organization admits and codes patients and how this process can be streamlined and optimized through the strategic integration of Electronic records systems. CCHI(The Cooperative Council of Health Insurance) has developed the national platform for Healthcare system, (NPHIES) to make sure health standards are in place and enhance health sector's transparency and sustainability

The healthcare segment is anticipated to grow at the fastest rate in future, owing to the rise in scrutiny associated with patient safety by regulatory authorities. Hospitals inevitably use integrated revenue cycle management systems to bring all the hospital staff and patients together on a single platform, physicians, Patients and payers are updated on the medications billed to an individual. An RCM is crucial and helps in maintaining a complete database history of purchases, which leads to higher quality and efficiency in healthcare administration.



4. e-Health strategy | Interoperability

Most of the providers in KSA reported a significant impact on revenue and inpatient volume due to the recent pandemic of COVID-19 that has caused significant challenges to the healthcare providers. The medical billing complexity and increasing healthcare costs during COVID-19 have created a rise in outsourcing of revenue cycle management services across the globe. The Saudi government has allocated US\$ 1.5 billion toward healthcare IT and digital transformation programmes. MOH (KSA) has established an e-Health strategy that focuses on the use of telemedicine to improve the accessibility and quality of care in remote areas. MOH is trying to strengthen e-health services, making it an excellent opportunity for providers and hospitals to adopt a seasoned Revenue management cycle for their practices and hospitals.

5. Focus on Wellness & Preventive Care in non-Hospital settings.

The healthcare situation in KSA is distinctly unique, with fascinating reforms taking place that will radically change the way healthcare is provided. The Kingdom of Saudi Arabia has offered comprehensive, universal access for many decades, and now, as a result of spiraling costs and perceptions of low quality, is radically reforming the healthcare market by introducing private health insurance, fee for-service medicine in governmental hospitals, and the privatization of hospitals. By the end of 2021, at least 5% of healthcare service spending will shift to non-hospital care settings. The Saudi government's US\$ 46.3 billion budget allocation during 2019 has already provided stimulus for the social determinant of health (SDOH) projects.



The private health growth is filling the demand-supply gap in healthcare infrastructure & services. The increase in investment in enterprise healthcare IT solutions with integrated medical systems with AI capabilities will play a major role in adoption of performance-based revenue cycle management systems. Hence, there are opportunities for investors, pharmaceuticals, in-vitro diagnostics (IVD) and MedTech manufacturers, healthcare IT vendors, and support services in KSA. Healthcare hospitals and providers partnering with RCM companies can be a great tactic for providers to manage their revenues while contributing to achieving the objectives of Saudi Vision 2030.

The crucial challenges KSA's healthcare industry faces are increasing cost of healthcare budget, lack of domestic manufacturing, lack of skilled healthcare workers, and lack of speciality services.

Yet, the Kingdom of Saudi Arabia will continue to hold the lion's share of the MENA life sciences market. The innovation & modernisation of healthcare infrastructure and care delivery innovations will continue to drive the demand performance-based systems like RCM.



Summary

RCM is inevitable in helping KSA healthcare institutions manage the finances better with evidence-based decision making with data driven analytics. RCM enables providers to follow all protocols mandated by insurance companies & obtain necessary approvals to provide services on credit basis. RCM enables providers to reduce substantial debts by removing claim errors. RCM complies to the standards of Nphies and to the objectives of the Saudi Vision 2030 of timely access to services and individual's ability to afford

healthcare services. RCM complying to objectives set by CCHI and RCM services would further advance the operations of healthcare institutions in conjunction with the objectives of Saudi Vision 2030. In addition to the growing need of adapting global trends, RCM offers a great opportunity for investors and service providers to consider the KSA as one of the important markets for growth. Finally, RCM is a crucial factor in facilitating, supporting and increasing the investment attractiveness of the healthcare sector in KSA.

About us.

Cirrus it's a division of Ecaresoft Inc. Our software helps hospitals and clinics to administrate more than 4,000 hospital beds in 5 countries of 3 continents.

Ecaresoft inc. it's a company based in Austin, TX. with more than **25 years** innovating in technology for the health sector.



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