

Keybridge Medical Revenue Management



Based in Lima, OH, Keybridge Medical Revenue Management was founded in 1981 with the goal of servicing healthcare collections accounts while treating patients with dignity and respect. Keybridge, along with affiliate Revenue Management Group, LLC (RMG), is a leading provider of accounts receivable management services, including debt recovery, NSF check recovery, check verification, accounts receivable clean-up, and other services. By strategically implementing cash management programs designed to enhance the revenue cycle, Keybridge and RMG are able to provide their clients improved cash flow while reducing cost of recovery.

To manage its patient account programs more effectively, Keybridge needed a solution to upgrade the company's technology and provide more flexibility. Brandon Lee, Director of Information Technology, talks about their needs, saying, "With Keybridge, we provide a complete suite of accounts receivable management services. About 90% of our contact center business is in healthcare collections. We also use the center for our healthcare business process outsourcing (BPO) programs, in which we provide patient account management services to healthcare practices. We were outgrowing our existing dialer and wanted to add more functionality and features to build productivity."

Lee and the rest of the management team reviewed a number of options, including collection dialer providers, before choosing the *Noble® Solution*. Lee states, "Interestingly, we heard a lot about Noble Systems from their competition. After seeing the system and learning about its features and flexibility, we felt that Noble offered the best product – the 'entire' package. We liked the scalability of the platform and that we can expand it in the future."

"One of the key features we were looking for was the ability to do inbound blending on an integrated platform," comments Lee. "We generate a lot of inbound calls through patient mailings, and with our old system it was a 2-step process to transfer them into the call queue. With the built-in *Noble ACD*, inbound calls are blended automatically."

"The ability to manage multiple campaigns simultaneously is also crucial, because we do manage both inbound and outbound programs at the same time for a number of different clients," Lee continues. "With *Noble IVR* and *skill-based routing*, we can identify the inbound caller and direct them to the appropriate representative immediately, so that the call is answered with the name of the client to which the account belongs, rather than with a generic name that the patient doesn't recognize. This is important for building the relationship with the patient and for treating them with care."

When speaking with patients, Keybridge's representatives use a custom calling script, depending on which program they are working and which account they are representing. *Noble Composer* allows the agency to build these scripts and to customize the agent desktop. Lee remarks, "Composer makes it really easy

Summary:

Keybridge Medical Revenue Management (formerly General Audit Corporation) has been providing healthcare collections services since 1981. With a focus on customer service and professionalism, the company builds patient relationships as an extension of its clients' practices. The *Noble® Solution* is helping Keybridge make more contacts, increase representative productivity, improve program management, and work more efficiently.

Industry | Healthcare Collections

Applications | Collections, Patient Account Management

Solutions | Blended Outbound Dialing and Inbound Service, Customized Scripts, IVR, Text to Speech, Outbound Messaging, Skills-based Routing, Real-time Reporting & Management, Agent Monitoring, CollectOne and Verint integration

Seats | 16

for our managers to create call scripts. As a part of the IT team, the ability for non-programmers to build new applications and to edit existing scripts while they are in production is a great advantage. Even non-technical managers can pick up on the software quickly, and they work more efficiently to put programs in place without relying on assistance from IT."

Noble's flexibility supports Keybridge's existing call recording and collection software, protecting its investment of time and money. Lee explains, "We are using Noble's *third-party DRS interface* to trigger call recording on the Verint system. When a representative receives a call, the patient information is popped to the desktop using a direct interface to CollectOne. The system automatically pulls up the patient account within CollectOne so that information can be entered directly into the patient record."

"I have a lot of 'favorites' in the Noble suite," observes Lee. "Composer and IVR are easy for our managers to use. The ODBC connectivity to the database is another plus. But, the most beneficial aspect has been our ability to perform automated outbound messaging with personalized patient account information."

Noble Messenger combines *outbound messaging with text-to-speech*, allowing Keybridge to leave messages on answering machines while agents spend time talking to live contacts. "The system allows our representatives to talk to more people and waste less time. The machines can talk to the machines and our people can do what they do best, which is dealing with people," says Lee.

"We are enjoying our relationship with Noble Systems," Lee says. "The Noble team worked with us through the implementation process to make sure that everything was set up correctly. We can do everything that we wanted and needed to do. The Noble Care® Support Team is knowledgeable and the ability of the support technicians to answer questions and resolve issues is outstanding."

The Noble® Solution is helping Keybridge deliver better client service and increase productivity. Lee concludes, "Our representatives enjoy using the system. They get to do what they like to do, finding solutions for patients and clients. With happier representatives comes better service. Financially, our team is talking to more people and saving money by not wasting time. As a group, we can be more productive and we can turn that into more payments."

"I have a lot of 'favorites' in the Noble® Solution. It is easier for our managers to manage programs. Our representatives enjoy using the system and are happier. Talk times are up and we are making more contacts. As a team, we can work more efficiently and be more productive, helping to grow our business and serve our clients."

Brandon Lee
Director of IT

ABOUT NOBLE SYSTEMS CORPORATION

Noble Systems Corporation is a global leader in contact center technology solutions, providing innovative products since 1989. Every day, millions of customer contacts are made by agents at 4,000+ client installations worldwide using the award-winning Noble® platform for inbound/outbound/blended communications. The scalable, integrated Noble® solutions include advanced ACD and predictive dialing; unified contact processing for voice, email, and web; and integrated IVR, digital recording, messaging, quality control/monitoring systems, scripting, and real-time reporting and management tools. Call 1.888.8NOBLE8 or visit Noble Systems online at www.noblesys.com.

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Americas: 1.404.851.1331~1.888.866.2538
APAC (AUS): +61 (02) 8222 0500
EMEA (UK): +44 (0) 161 772 7100
LATAM (BR): +55 (11) 3266 7355

www.noblesys.com