

axuall

Return on Investment

Overview



#1

Nothing is More Pressing than Addressing Clinical Workforce Challenges

Healthcare workers are the lifeblood of the U.S. healthcare system. They are the means by which patients are served and crucial financial goals are met. So it's no wonder why personnel shortages ranked **first on the list of hospital CEOs' top concerns**, according to the American College of Healthcare Executives' annual survey of top issues confronting hospitals.

What's a Day Worth?

This is an important question for healthcare leaders, especially in an age when optimizing their clinical workforce is among the most critical mandates for their organization's survival and growth. Every day that passes when need is either not met or instead filled by higher-cost labor or burned-out staff creates an economic burden for an organization that easily reaches into the thousands of dollars a day. This goes for clinicians you are onboarding into your organization for the first time or those that are being moved around to optimize coverage.

A [study conducted by the Health Management Academy](#) found that when an organization cannot meet patient demand due to physician resource constraints, it loses an average of \$4,100 in service revenue per day. While some argue that these revenue opportunities are merely delayed, the fact is that organizations that chronically operate over capacity will not catch up. Meanwhile, their patients become sicker or go elsewhere for their care, forfeiting future revenue once gone.

Meanwhile, delays in clinician activation wreak havoc on expenses and cash flow elsewhere in the organization. Every day delayed in replacing high-cost labor with more affordable permanent or temporary costs money; in many cases, hundreds or thousands of dollars per day, depending on the service line and license type. Additionally, your administrative staff is caught up in delays, driving more costs as the vicious cycle perpetuates.

Lastly, deployment delays exacerbate clinician burnout for those filling in while turning off would-be recruits. Given their roles' importance and the demand for their talent, organizations cannot afford to burn out or turn away the resources they desperately need to make ends meet.

Why Timely & Accurate Clinician Data Saves Money

Clinician data is the lifeblood of decision-making in healthcare administration. Since clinicians drive the majority of organization costs and revenue, every day saved in acquiring information from them and independent primary sources needed to credential, onboard, and enroll them safely is precious. When surveyed, medical staff services teams consistently cited wait times associated with clinicians completing piles of forms, often from scratch. Given the burdensome task this presents, many clinicians put off this activity until they can get an hour or more to complete it. This results in an industry average turn-around time of a staggering 21 days, stalling the onboarding process and leaving medical staff services teams with little more to do than wait.

By connecting to thousands of real-time data sources that make up a complete picture of a clinician's profile, career, accomplishments, and credentials, the Axuall Network consistently reduces clinician paperwork and turnaround time by over 70 percent, shaving on average 16 days off the cycle time for organizations. In addition, this same data can be leveraged by administrators as it flows directly into the systems and processes they already use today. This dramatically improves onboarding velocity and creates thousands of dollars in savings per onboarded or redeployed clinician.

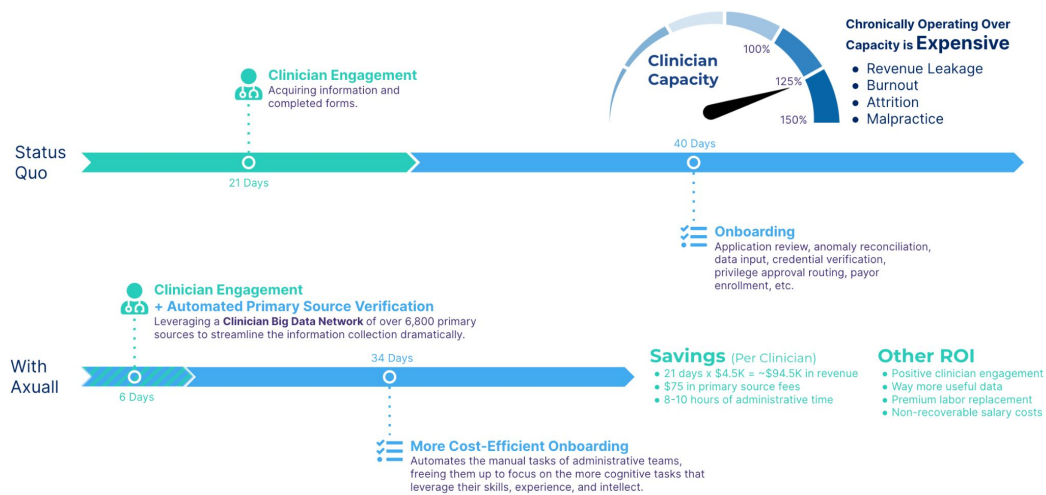
"If you have lost a patient because they couldn't get in to see a clinician, that's lost revenue -- in competitive specialties, you're going to lose patients to other hospitals in your market."

Physician Leader, Major U.S. Healthcare System

Measuring ROI

Choosing the Model that Fits Your Organization

Whether you are a large health system, national staffing firm, or telehealth clinician, our experience shows that certain factors play stronger into how you will measure the return on investment from implementing clinical workforce intelligence programs. For example, some models favor expanded **revenue capture**, while others focus on goals such as **clinician growth & retention**, **patient access & outcomes**, or **cost reduction**. Most commonly, the ROI factors an organization select align directly with the strategic directives of its board of directors and senior leadership.



A Case Study in Action MedStar Health

As part of its innovation transformation initiatives across its 10 hospitals and more than 300 care locations, MedStar integrated Axuall's technology into its next-generation clinician credentialing, onboarding, and engagement process, yielding a **21-day reduction** credential processing time while reporting a **clinician satisfaction score of 9 of 10**.

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Day Savings

9/10

Referral Score

Revenue Capture

Given the economic scale associated with activating new clinicians (AKA revenue generating units) or optimizing deployment as quickly as possible, this factor often yields the highest ROI. You likely already know the daily revenue potential for your clinicians. If not, we recommend referencing the [Merritt Hawkins 2019 Physician Inpatient/Outpatient Revenue CFO Survey](#) as a baseline. A [study conducted between University Hospitals and the Healthcare Management Academy](#) identified that by streamlining its credentialing process, University Hospitals reduced its onboarding time by 16 days, representing an average revenue savings of \$74,000 per new physician hire.

Cost Reduction & Premium Labor Reduction

Another common ROI factor that is applied is cost savings. Better and faster decisions based on workforce data can improve redeployment efficiencies, reduce administrative labor costs, and eliminate verification fees across many primary sources. Applying real-time data about clinician capabilities and deployment patterns can enable leaders to optimize the placement of their workforce before hiring more than needed. Administrative costs are a major factor in healthcare expenses, so reducing the workload, particularly in the areas ripe for automation, reduces operating expenses. Lastly, consolidating third-party fees eliminates or reduces costs and administrative burdens for your teams. Also, reducing the time it takes to replace expensive premium labor with less costly permanent labor is critical to our customers. By eliminating weeks of data collection delays, healthcare systems are able to rebalance their workforce with more cost effective personnel.

Clinician Growth & Retention

Considering the growing workforce shortages and demand for clinical talent, attracting new clinicians into your organization requires a frictionless approach to application and onboarding. Gone are the days when organizations could expect interested clinicians to complete hundreds of pages of forms just to apply for privileges that drive your revenue. A workforce data strategy that dramatically reduces the paperwork burden is core to the strategic growth. In addition, data automation is also crucial to lowering clinician burnout, cutting the load on your existing staff, and reducing the time they spend filling in for slots that are delayed in being filled. Since organizations value and measure these factors differently, we welcome the opportunity to meet with your analysts to qualify and quantify these factors.

Patient Access & Outcome Factors

Bridging the supply and demand gap is critical to an effective healthcare system. A factor often considered by healthcare organizations is opportunity loss resulting from unmet care needs. For instance, patient access problems are among the most significant contributors to patient leakage and competitive shortcomings, resulting in millions in lost revenue, added value-based risk, and poor outcomes. Efficient workforce deployment is a critical factor that many organizations have already quantified during their strategic planning.

About Axuall

Axuall's data network helps optimize your workforce, informing your decisions and streamlining clinician deployment. Developed with and backed by some of the world's leading healthcare organizations, Axuall is a workforce intelligence platform built on a national real-time Clinician Data Network. We connect healthcare organizations to vast data, providing insights and actionable information on your physician, advanced practice provider, specialist, and nursing population while streamlining your clinician onboarding and deployment via digital credentials. To learn more, visit www.axuall.com.

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