



HIGHLANDS  
ONCOLOGY

CASE STUDY

How Highlands Oncology Group  
Transformed its Financial Navigation  
Program, Quickly Boosting Revenue

TAILOR**MED**

## TailorMed's financial navigation platform helps providers and patients manage the financial challenges of accessing care

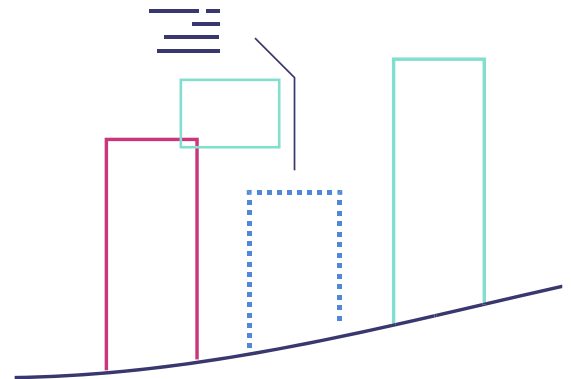
### CUSTOMER PROFILE

**Highlands Oncology Group** is a nationally recognized provider of comprehensive cancer care serving nearly 8,000 patients and their families in Northwest Arkansas. The practice's four clinics offer access to advanced treatment options, multidisciplinary cancer teams, and industry-leading clinical studies. Highlands is a member of the Quality Cancer Care Alliance, the first oncology clinically integrated network in the United States.

### MANUAL WORKFLOWS CREATING ENROLLMENT CHALLENGES

Highlands is committed to providing accessible care for the poor and underserved in its community. As part of that commitment, members of Highland's experienced patient representative team take on the responsibility of identifying those in financial need and procuring medication copay assistance for them. They relied on manual workflows consisting of Excel files, Post-it Notes and emails to manage an average of 800 enrollments per year. While they operated like a well-oiled machine, they saw opportunity for improvement.

With each clinic seeing about 100 to 150 patients per day for treatment, the patient representatives had the burdensome tasks of **printing out daily schedules and manually reconciling them to identify patients in financial need** and prepare assistance applications prior to their visits. "It was taking each of our patient representatives four or five hours per day to go through the chemo schedule. It's like we're always just trying to catch up," says Elaine Lahay, Highlands' Business Manager who oversees the team. "We needed to find a way to turn the enrollment process in our favor. We owe it to our patients, team and practice."



## SOLUTION

“Improving financial performance and access to quality cancer care are strategic imperatives for this program. TailorMed helped us achieve these by accelerating our capacity to fund more patients needing financial resources. The spike in revenue generated led to TailorMed paying for itself within a month.”

JEFF HUNNICUTT  
CEO, HIGHLANDS ONCOLOGY

### CHAMPIONING THE NEED FOR A SOLUTION

Jeff Hunnicutt, Highlands’ CEO, recognized the patient representative team’s impact on improving access to care for patients in financial need while supporting the organization’s financial performance. Discovering the challenge they faced, he championed the need for a solution that could transform how they work and amplify their impact on the practice.



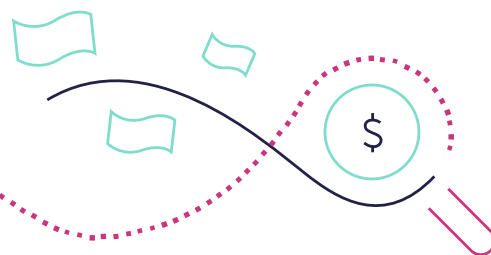
### TRANSFORMING FINANCIAL NAVIGATION PROCESSES

Highlands selected TailorMed to help them achieve this by automating the team’s financial navigation processes. **Staff could now proactively identify patients at risk of not affording care** prior to treatment, and quickly enroll them in matching copay card programs. Now they were able to jump on every possible grant opportunity for more patients needing financial support.

The team was looking forward to TailorMed’s Visit Schedule capabilities, which would enable them to identify patients with out-of-pocket responsibility and prepare their documents earlier. This eliminates manual processes while preventing outstanding balances that require follow-up.

The implementation and adoption of TailorMed's platform went smoothly thanks to their high-touch onboarding process. One challenge arose: a pharmaceutical manufacturer changed renewal requirements during enrollment season. Having access to TailorMed during this high-volume time really streamlined the process of updating these renewals.

The implementation team also streamlined how each representative obtains a list of patients visiting their assigned facility. This further enhanced team productivity and performance.



# TailorMed’s platform quickly delivers financial value, ROI within a month, by automating patient copay assistance workflows

## ACCELERATING FUNDING ENROLLMENT, INCREASING REVENUE

Since launching TailorMed’s platform in December 2020, Highlands has increased patient enrollments and revenue. In the first half of 2021, Highlands increased copay assistance program enrollments 24% compared to the same period in 2020.

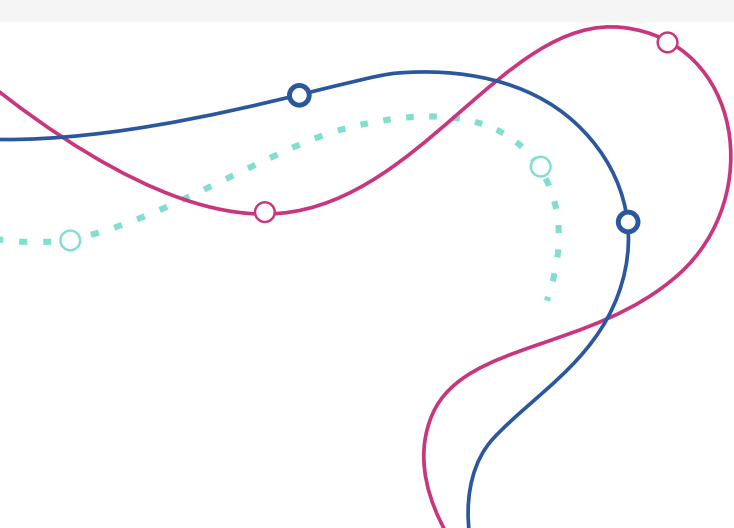
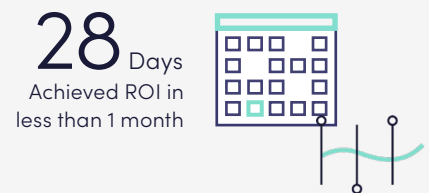
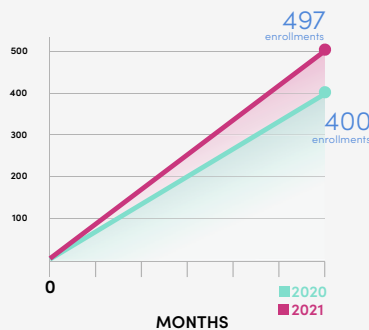
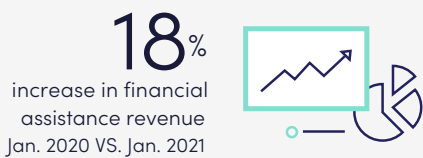
### Their investment in TailorMed paid off within a month.

Automating processes has increased team productivity, giving them more time to follow up on claims and ensure payments are received. The added productivity means that Highlands will not need to hire any new patient representatives to keep up with patient volume anytime soon.

“We no longer have to manually catch which patients are eligible for financial resources. We’ve always done everything possible to make sure we capture every dollar to help our patients afford their treatments, and with TailorMed, I’ve seen nothing that we’ve missed.”

ELAINE LAHAY  
BUSINESS MANAGER

## IMMEDIATE IMPACT





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## TAILORMED

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### **TAILORMED: REMOVING FINANCIAL BARRIERS TO CARE**

TailorMed's financial navigation platform helps healthcare organizations automate the process of proactively identifying patients at risk of not affording treatment, and matching and enrolling them in funding opportunities. By removing these financial barriers, patients can focus on accessing care, and healthcare organizations can improve financial performance and treatment adherence.