



Driving volume by focusing on self-pay.

How Augusta Health used Tendo Marketplace to generate \$3M in voucher sales with MDsave.



THE OPPORTUNITY

Augusta Health, a community hospital located in Fishersville, Virginia, averages more than 55,000 emergency visits and nearly 10,000 admissions each year. The hospital's medical group clinics see more than 400,000 patients each year, and its outpatient services (home health, lab, outpatient surgery, imaging, etc.) treat more than 475,000 patients a year.

The health system was looking for methods to:

- Drive volume both within and outside of its existing catchment area.
- Attract out of network patients in a way that was financially beneficial for the health system, but also cost effective for patients.
- Help the region's largely self-pay population and those with high deductible plans better afford their care.

Solving these challenges would not only benefit Augusta Health in terms of revenue growth, but would also help improve the health of the population by improving patient compliance and utilization.

CUSTOMER AT-A-GLANCE

- Community hospital
- Fishersville, Virginia
- 400K+ patients annually

THE SOLUTION

Augusta Health **partnered with Tendo Marketplace to launch bundled, prepaid procedures available to patients through MDsave.** The program provided transparent, all-inclusive pricing for uninsured and underinsured patients while enabling upfront payment and more predictable revenue for the health system. Patients purchase procedures at a single bundled rate, reducing administrative burden and eliminating traditional collections delays.

KEY RESULTS

Augusta Health created a list of self-pay and high-deductible patients, conducting outreach to introduce MDsave's bundled pricing. This resulted in:

700%

increase in volume via vouchers from \$112,730* → \$715,199**

\$3M

in total voucher revenue generated through MDsave†



IMAGING & RADIOLOGY

190* → 756**



LABS & DRUG TESTING

11* → 161**

*voucher volume in 2016 **voucher volume in 2017 †during case study timeframe

How Augusta Health scaled the program.

1 Program optimization

Each year, Augusta Health reviews the top 50 to 100 services offered through Tendo Marketplace to ensure they align with patient demand. The results have been impressive, driving volume even beyond what the health system expected. **By continuously refining bundled offerings, the hospital sustained growth while keeping services relevant to its community.**

2 Continuity of care

In 2018, Augusta Health became out-of-network with Anthem for approximately six months. Bundled self-pay options available through MDsave helped patients access care directly through the hospital without navigating payer barriers.

Without bundled care options through Tendo Marketplace, many patients would have had to drive an hour and a half to Richmond for treatment. In this way, the program acted as a safety net for both Augusta Health and its patients.

3 Community engagement

Augusta Health expanded partnerships with local employers, particularly those for which the health system is out of network.

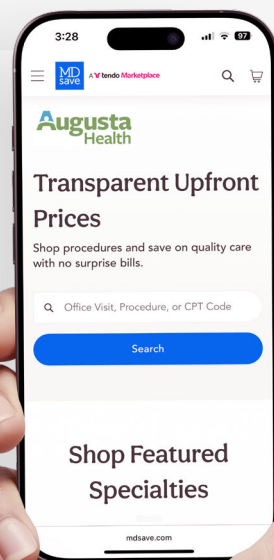
The hospital distributed employer-facing materials promoting MDsave's bundled self-pay offerings on Tendo Marketplace, helping employees better afford care while reducing deferred services.

"One local employer even donated \$10,000 worth of mammogram vouchers for patients in our area who qualified for financial assistance. That means 80 women were able to get mammograms who otherwise might not have been able to."

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A great option for patients so they could still come to us for their service without having to worry about a surprise out-of-network bill afterwards. We talk to them about high deductibles and how MDsave can help them afford the care they need.

— Kristi Lewis
Augusta Health Pre-visit Manager



From self-pay bundles to employer-supported access, see how Marketplace connects both sides of care.

VISIT [MDSAVE.COM/PROVIDERS](https://www.mdsave.com/providers)

For more details contact info@tendo.com