



CASE STUDY: BALDWIN HEALTH

Alabama hospital doubles point-of-service collections.

How one hospital used Tendo Marketplace to boost annual revenue and improve patient satisfaction with MDsave.

CUSTOMER AT-A-GLANCE

- Foley, Alabama
- 1,000+ employees
- 350K annual patient encounters

THE OPPORTUNITY

Baldwin Health faced unique challenges when addressing the needs of their cash-pay patient population. They recognized the difficulty their cash-pay patients had in understanding and being able to pay for medical procedures. **The facility needed to address:**

- The amount of time it took to collect reimbursement
- The lack of a successful point-of-service collection strategy
- Gaps in revenue cycle collections that added to back-office work
- Depressed cash-pay revenue resulting from inefficient collections

THE SOLUTION

In April 2019, Baldwin Health implemented MDsave through a corporate program available to all Community Health Systems facilities, seeing it as an opportunity to improve collections for cash-pay patients. Since then, Tendo has supported patient-facing staff, enabling Baldwin Health to use MDsave for transparently priced, bundled care—benefiting the facility, its staff, and patients.

“MDsave has become a word that all cash-pay patients hear at Baldwin Health,” says Nicole Rivera, Director of Revenue Cycle. **“All physicians who are aware of MDsave utilize it and find it a great tool for their patients.”**

KEY OUTCOMES

With MDsave, Baldwin Health simplified cash-pay collections and delivered measurable results:

2X+ increase

in point-of-sale revenue via transparent, bundled services

Improved patient satisfaction

driven by upfront access to pricing

ABOUT

Baldwin Health, a Community Health Systems facility, is an acute care hospital in Foley, Alabama. With over 1,000 employees and a network of medical clinics serving greater coastal Alabama, this health system offers inpatient, outpatient, emergency, diagnostic, and surgical care, clocking nearly 350,000 patient encounters annually.

SERVICE LINES INCLUDE:

- Inpatient
- Outpatient
- Emergency
- Diagnostic
- Surgical Care



MDsave consistently goes above and beyond to ensure our staff and patients receive the help they deserve.

— Nicole Rivera
Director of Revenue Cycle,



Retain patients and increase your point-of-sale collections with MDsave.

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✉ For more details contact info@tendo.com