

CASE STUDY

Making self-pay possible for bariatrics.

How one hospital used Tendo Marketplace to drive \$190,000+ in self-pay bariatric revenue with MDsave within 9 months of launch

HOW MDSAVE HELPED

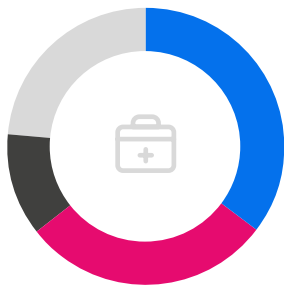
Prior to launching bariatric services on Tendo Marketplace, this hospital offered self-pay pricing that required patients to pay hospital and physician fees up front. However, patients would be billed for pathology and anesthesiology after service was rendered. This caused patients to receive additional bills for \$3,000 to \$4,000.

This hospital launched its bariatric service line on MDsave.com in July of 2020. Through Tendo Marketplace, the hospital enabled bundled, prepaid bariatric procedures available to patients via MDsave.

In the 9 months between July 2020 and the beginning of March 2021, they sold 17 bariatric procedures for a total revenue of \$190,255.

KEY OUTCOMES

Over 75% of the bariatrics procedures sold were high-value surgeries:



- 35.3% Gastric sleeve
- 29.4% Gastric bypass (Roux-en-Y)
- 11.8% Single-anastomosis
- 23.5% New patient visits

CUSTOMER AT-A-GLANCE

- Midwest hospital
- 396 beds
- 25 cities served across 3 states

ABOUT THE COMMUNITY

- 55K average income
- 16% poverty rate
- 35.3% obesity rate

\$190K+
self-pay bariatric revenue generated

17 total
bundled bariatric procedures sold

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I’ll tell the patients at the informational seminar that there are self-pay prices for each entity, but you’re going to end up paying more if you pay individually. Then I explain that if you purchase the MDsave voucher there is a huge \$3-\$4K savings.

— Bariatric Coordinator

How MDsave drove volume and patient adoption.

Bundled payment options are essential.

Obesity affects the health and quality of life of nearly 40% of Americans and is linked to at least 40 diseases including diabetes, hypertension, and 13 types of cancer, according to the [American Society of Metabolic and Bariatric Surgeons \(ASMBS\)](#).

While bariatric surgery is recognized as the standard of care in severe obesity, [ASMBS reports](#) that only 1% of 15 million morbidly obese Americans receive surgery. Both insured and uninsured patients can experience obstacles to receiving bariatric treatment.

[One-third of patients eligible for bariatric surgery are uninsured or underinsured](#), making accessible self-pay options vital to reaching a large segment of the population.

One in four insured patients has their bariatric procedure denied three times before coverage is approved, and 60% of patients report their health suffers in the time between repeated denials and finally receiving surgery.

Self-pay options give access to care sooner, which can in turn prevent worsening conditions or complications.

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We really try to get patients in person for the informational seminar to build a relationship with the bariatric team. Once we establish a relationship with the patient, things flow better because you've made a personal connection with them.

— Bariatric Coordinator

INCREASING UTILIZATION & SATISFACTION

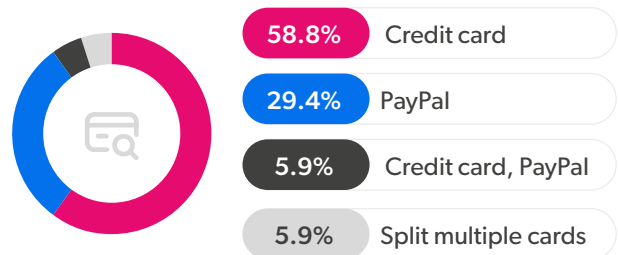
Include all pre-operative care in the facility fee:

- Keeps prices competitive and easy for the patient to understand and account for in monthly budgeting.
- Prices must represent all fees patients will pay.

Offer monthly seminars to financially screen for self-pay patients:

- Give prospective patients the chance to learn if bariatric surgery is for them and the lifestyle changes needed to successfully meet their weight goals.
- Hold an informational seminar in person, if possible. At this hospital, the surgeon teaches patients about the procedures and let's patients ask questions in real time. Then, the team provides information about insurance and self-pay options.
- Present the MDsave option to patients paying out of pocket, which may include uninsured patients, patients who don't have bariatric coverage in their insurance plan, or patients who don't want to wait for insurance-mandated supervised weight loss periods.

PAYMENT TYPES FOR MDSAVE PATIENTS



Most patients opted to pay over time via credit card or a combination of cards. Those who chose PayPal had access to their "Pay in 4" installment option.



Increase your self-pay bariatric revenue with MDsave on Tendo Marketplace.

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

✉ For more details contact info@tendo.com