Tight credit markets, increased regulatory scrutiny, the emergence of competitive bidding, and regulatory changes that impact reimbursement and render some business models for DME industry obsolete are driving top companies to create sustainable new business platforms focused on operational improvements that enhance profitability, liquidity, and deployment of resources. Genpact’s deep domain expertise in the DME industry and proven RCM processes, supporting technology, and analytics help you achieve these business objectives.
Specific challenges to business growth

Despite widespread growth, many challenges directly affect DME operations and thus profit margins:

- **Regulatory changes** affect reimbursement and render some business models obsolete
- **Competitive bidding**, now the norm, results in lower reimbursement rates for medical equipment
- **Greater risk** sharing with accountable care organizations (ACOs) and pay-for-performance models focused on outcomes
- **Decreasing margins** make service revenue more critical as procurement professionals systematically reduce product margins

Faced with these challenges, DME organizations must focus on:

- **Transformation and redesign of processes and organizational structure** to cater to the new product or market mix
- **Integrated technology platforms and analytics** with the ability to drive key business outcomes
- **Business intelligence** to increase operational
- **Aggressive cost optimization** through process reengineering and benchmarking to streamline order-to-cash effectiveness
- **Outsourcing** end-to-end revenue cycle management (RCM) to control costs and plug revenue leakage

At Genpact, our end-to-end solutions are specifically designed to help your business grow, even in uncertain financial times. Based on a foundation of process, analytics, and technology, Genpact powers the intelligent enterprise, utilizing our insight and ability to analyze processes at a granular level, define key measures and performance drivers, and optimize business outcomes. The bottom-line benefits include stronger working capital, tighter supply chain management, lower cycle times, and reduced costs.

Our approach: The right mix of process, analytics, and technology

DME enterprises need a partner that will help their organizations scale and improve agility—a partner aligned to your business objectives. Genpact’s collaborative approach to optimizing your operations gives you the power to not only compete but also outcompete. At Genpact, we go beyond efficient to effective, to help you achieve bottom-line benefits such as increased revenue, improved regulatory compliance, and intelligently managed costs.

Genpact has deep domain expertise in the DME industry. Genpact’s RCM processes, supporting technology, and analytics have been proven for more than a decade.

We offer revenue cycle management BPO, consulting and reengineering, analytics, and technology solutions for DME providers to help improve cash flow, optimize productivity, enhance collections efficiency, and decrease revenue leakage.

End-to-end services for optimized revenue cycle management

Our bundled offering combines core business operations and provides toolkits for evaluating process performance against best-in-class standards.

<table>
<thead>
<tr>
<th>Document management</th>
<th>Pre-order management</th>
<th>Order fulfillment</th>
<th>Claim production and billing</th>
<th>Payment receipt and cash posting</th>
<th>AR management and denials</th>
<th>Sales operations support/ customer service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort, batch, scan and index (orders, correspondence and remittance details)</td>
<td>Medicare review (270, 271), pre-authorization (278 request and response)</td>
<td>Inventory verification</td>
<td>Electronic claims produced, scrubbed and sent to payers (837P)</td>
<td>Electronic and hard-copy remittances posted, including denials (835)</td>
<td>Insurance follow-up</td>
<td>Customer service support for patients/account managers/clinics</td>
</tr>
<tr>
<td>Digital repository (document archival and retrieval)</td>
<td>Review patient responsibility; collect co-pay and deductible; financial counseling</td>
<td>Order fulfillment (production, shipment)</td>
<td>Acknowledgement from payers (997)</td>
<td>Refunds post -audit</td>
<td>Denial management</td>
<td>Sales operations support/ outbound sales campaign</td>
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<tr>
<td></td>
<td>Order validation and completion</td>
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<td>Hard-copy billing post-quality check (HCFA 1500)</td>
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<td>ICD 10, HIPAA 5010 ready</td>
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</table>

GENPACT | Brochure
Technology-enabled business process management services

Our technology solutions are designed to work seamlessly with existing operations without cash flow interruption. Choose from one of two options:

- End-to-end technology suite designed for revenue cycle management
- Modular solutions that easily plug and play with existing client systems

<table>
<thead>
<tr>
<th>Document management</th>
<th>Order management</th>
<th>Claim creation and billing</th>
<th>Receipt and cash posting</th>
<th>AR management and denials</th>
<th>Sales operations support/custome service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iridium</td>
<td>ProFlow</td>
<td>Medical manager</td>
<td>Web-Ez</td>
<td>Titanium</td>
<td>Dialer</td>
</tr>
</tbody>
</table>

- Secure document handling services
- Built-in reconciliation process
- Data feed to the order entry workflow along with index files
- Cloud architecture
- Rule engine
- Smart workflow
- Mobile solution
- Case tracker
- AM portal
- Reporting
- Modularized design
- ANSI 5010 and ICD 10 ready
- Payor-specific claims editing to least denials
- Supports multiple paper billing formats
- Inbuilt auto-cash functionality
- Automated claims status identification from payor websites including remittance/denial information
- Integrated to titanium
- ANSI 5010 and ICD 10 ready
- Campaign management
- Rules based prioritization
- Integrated with dialers, self pay portals
- Tracks lifecycle of open AR
- Robust reporting for call attempts and right party contact
- Provides ability to identify cell phones and FDCPA regulation

Consulting services

Genpact’s scientific process design helps DME providers streamline clinical and business operations to better manage costs, safeguard patient satisfaction, and maintain compliance. We provide transformation services and specific interventions designed for every stage of RCM evolution:

<table>
<thead>
<tr>
<th>What we do</th>
<th>How we do it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effectiveness</td>
<td>• SEP transformation services</td>
</tr>
<tr>
<td>‘Make us smarter’</td>
<td>• Shared services consulting – design, setup and optimization</td>
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<tr>
<td>Enhancement</td>
<td>• Point technology and analytics solutions</td>
</tr>
<tr>
<td>‘Make it better’</td>
<td>• Business process management system</td>
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<tr>
<td>Efficiency</td>
<td>• Efficiency improvement through Six Sigma</td>
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<td>‘Make it cheaper’</td>
<td>• Lean improvements</td>
</tr>
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<td></td>
<td>• Basic measurements and reporting</td>
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</tbody>
</table>

GENPACT | Brochure
Innovation and impact

Genpact’s results-oriented approach has delivered significant impact for our DME clients. Recent achievements include the following:

- Improved billing conversion rate for incremental cash flow for a leading U.S. medical equipment provider, resulting in $8.6 million annualized business impact and 42% increase in billing conversion through improved sales force effectiveness and operational controls, an automated work prioritization system, and accurate forecasting
- Performed revenue cycle management reengineering for a leading medical equipment company struggling with gaps in order fulfillment, resulting in $75 million revenue acceleration and annualized working capital impact of $9 million after inefficient risk classification was identified as the root cause and the risk projection process was redesigned through standardization, risk segregation, and a robust monitoring and reporting system

With more than 10 years of experience in the durable medical equipment industry, Genpact has made its mark as an innovator.

- 2,000+ DME/HME professionals, including 90%+ Six Sigma–trained staff
- More than one billion healthcare claims managed annually, representing $30 billion in annual revenues entrusted to us by our leading healthcare partners
- More than 150 industry-specific metrics deployed from the first day of engagement to ensure operational excellence
- Global centers of excellence spread across five countries:
  - Danville, Illinois, and Wilkes Barre, Pennsylvania, United States (managing benefits, pre-authorizations, Medicare appeals, and payer escalations)
  - Juarez, Mexico (all patient interactions across our DME clients; self-pay)
  - Guatemala City, Guatemala (customer service in Spanish; complex F&A work)
  - Noida, India (core operations, business intelligence, order entry management, website eligibility, form generation, billing rejections)
  - Alabang, Philippines (all post-billing payer interactions)

About Genpact

Genpact Limited (NYSE: G) is a global leader in transforming and running business processes and operations. We help clients become more competitive by making their enterprises more intelligent: more adaptive, innovative, globally effective and connected. Genpact stands for Generating Impact for hundreds of clients including over 100 of the Fortune Global 500. We offer an unbiased combination of smarter processes, analytics and technology through our 62,000+ employees in 24 countries, with key management based in New York City. Behind Genpact’s passion for process and operational excellence is the Lean and Six Sigma heritage of a former General Electric division that has served GE businesses for 15+ years.

For more information, contact, healthcare.solutions@genpact.com and visit www.genpact.com/home/industries/healthcare-payer and www.genpact.com/home/industries/healthcare-provider

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