

How CARTI Expanded Patient Reach and Boosted Revenue

An independent, not-for-profit cancer care provider, CARTI treats more than 35,000 patients each year from every county in Arkansas and across the U.S. With 15 locations, CARTI believes world-class treatment should be close to home. Its expert providers treat all adult cancers and blood disorders.

CARTI's dedicated team of billing specialists and financial advocates help patients find resources to afford care. However, the program was hindered by manual, reactive processes to match and enroll patients in relevant assistance. This not only impacted patient affordability, but the organization's financial performance, leading to uncompensated care and bad debt.

CARTI's leadership implemented the TailorMed platform to improve financial assistance for patients, reduce bad debt, and boost revenue. The team began utilizing TailorMed's Pharmacy module to streamline free drug orders, and Insights to track and measure program performance. Then, the organization partnered with TailorMed to develop a new solution, Funds Management, which empowers users to manage all resources, including internal assistance funds, within the platform. As a result, CARTI has accelerated its progress, making significant gains in the volume of patients assisted, approved opportunities, and total collections.

“Healthcare is too complex. TailorMed has built systems to help align assistance funds to those who need them most and remove administrative complexities that keep patients from getting all the help they deserve.”

Simon Dobretsov
VP of Network Strategy, CARTI

35K

Patients

15

Locations

RESULTS

\$2.3M

Copay assistance **secured in one year**

63%

Increase in **collected copay claims**

27%

Increase in **patients assisted**



Improved processes to reduce manual workflows and reach more patients



Full management of all resources, internal and external, within a single platform



Expedited matching and enrollment in assistance programs



Increased revenue capture and lowered rates of bad debt