

CASE STUDY HIGHLIGHTS

How Moffitt Cancer Center Streamlined Workflows and Increased Revenue by Reaching More Patients

BACKGROUND

Moffitt Cancer Center is Florida's only NCI-designated Comprehensive Cancer Center and one of only 53 in the U.S. With more than 7,800 team members across 4 clinical locations, Moffitt serves over 79,000 individual patients annually, generating more than 563,000 outpatient visits.

CHALLENGE

Moffitt's Financial Clearance Unit had a process for connecting patients with copay assistance — but it was largely reactive and inconsistent. Many patients on high-cost therapies were not being offered assistance, leaving significant funds unclaimed. Decentralized departmental handoffs between financial clearance, patient financial services, and pharmacy made it impossible to track or quantify what was being secured. Pharma companies were telling Moffitt directly: they were leaving money on the table.

SOLUTION

Moffitt implemented TailorMed (via the Vivor platform, acquired by TailorMed in 2021) to automate and centralize its financial assistance program. The platform served as a "work driver" — prioritizing efforts, automating enrollment, tracking collections, and enabling cross-departmental collaboration. Moffitt launched an internal campaign across all four clinical sites to educate providers and rapidly scale uptake.

Automated worklists to replace reactive, ad hoc processes

Cross-department enrollment, tracking & collection

Real-time fund monitoring & patient eligibility alerts

Reporting & insights to quantify impact and drive growth

RESULTS

\$1M

copay assistance secured in year one — funds that were simply not being collected before

79K+

unique patients assisted

563K+

outpatient visits per year

4

clinical locations

7,800+

team members

The Vivor team presented us with a projected ROI from a dual perspective: eliminating bad debt and improving the patient experience. Our executive team looked at me and said, 'This is pretty much a no-brainer. Why were we not doing this a year ago?'

– Andy Talford,
Sr. Director of Patient Financial Services