

# How Munson Healthcare Optimized Financial Navigation with Technology and Expert Support

## BACKGROUND

Munson Healthcare is Northern Michigan's largest health system, serving patients across 29 counties through eight community hospitals and partnerships with Mayo Clinic, Michigan Medicine, and Corewell Health. Since 2016, its Cowell Family Cancer Center has provided holistic oncology care from diagnosis to survivorship.

## CHALLENGE

Manual, decentralized processes left financially at-risk patients underserved and navigators overwhelmed. Staffing vacancies lasting up to two years meant one or two navigators carried a full team's workload. Claims management created a mounting AR backlog, blocking both revenue collection and deeper insurance optimization work.

## SOLUTION

In 2018, Munson implemented TailorMed to automate patient identification and match patients to 6,000+ funding programs. In 2022, they expanded with TailorMed Complete – a remote expert navigator team deployed across five facilities to take over claims management, freeing Munson's staff to focus on insurance optimization and patient advocacy.



Efficiency gains enable the team to stay ahead of claims follow-up and ensure payments are received



Automatic patient identification and program matching so opportunities are never missed



Significant improvement on care access, patient benefits, and financial performance

## RESULTS

**\$49M**

in approved **patient funding**

**1,300+**

unique **patients assisted**

**>15%**

increase in **patients assisted**

**44%**

increase in **program approvals**

**\$193K**

claimed **copay assistance**

**49%**

decrease in **AR days on claims**

"We're working together for better outcomes. Now, I tell patients, 'I'm going to transfer you to my copay card team,' and that's when I lean on **TailorMed Complete**. We're able to get our patients into insurance plans where they can afford their medications, because TailorMed is doing the other work behind the scenes. It's also made it easier for us to recruit staff. When someone leaves and we hire a new navigator, we don't worry because we have the TailorMed team to fall back on."

**Ashley Oshoa**,  
Coordinator, Coding Operations, Oncology Service Line