



Miami, Florida
United States
www.baptisthealth.net

Solutions
Sentinel RCM™
COREfeatures and 340B

Baptist Health South Florida Benefits from Award-Winning Results with Sentinel RCM™ as its 340B Solution

Baptist Health South Florida is a large Miami-area hospital system that was an early adopter of the 340B program. The organization has achieved remarkable success in the program because of their efforts to promote 340B education to their staff in cooperation with Sentry Data Systems, Inc.

Culture Shock: Changing the System-Wide Understanding of 340B

Baptist Health gained certification for 340B eligibility in September 2005 but quickly discovered the limitations of their own electronic reporting. Maribeth Rouseff, Assistant Vice President of Employee Health Services and Wellness Advantage, said a line item would be recorded every time a patient received a single drug.

"I think the first report was something like 1,500 pages," Rouseff said. "It was not actionable."

Rouseff said it was clear that pharmacy buyers had to change their behavior to maximize 340B savings. Purchasing decisions could no longer be based solely on the desire to keep inventory on-hand; buyers had to start placing orders with savings in mind.

"It was usually a matter of convenience and ease for our buyers; they would order what they had ordered last time," Rouseff said. "But the 340B program underscored the importance of fiduciary responsibility. We are a non-profit and we have to make wise choices with the money that we spend."

Rouseff began looking for software options that could help train buyers on the 340B program and manage the organization's 340B involvement as well.

Continuing Education: Collaborating with Sentry for Increased 340B Participation

Sentinel RCM™ was one of the first solutions that came to Rouseff's attention. She had seen the interface previously and she said it was clear the company was actively improving the product to meet customer's needs.

Once Sentinel RCM had been fully implemented, Baptist Health had access to reports that clearly illustrated the impact of making purchasing decisions based on price considerations.

"I think our revolution began when Sentry became operational for us," Rouseff said. "We could start asking questions like, 'Why did you buy Item C when Item B was a dime less per tab?'"

Rouseff said Sentinel RCM made the transition to 340B easier and much more apparent to buyers.

"Sentry provided us the tool with which to teach them what 340B was, and it also provided the means to provide them with virtual, real-time reporting on cost savings so that they could see the results of their work," Rouseff said.

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the **Sentry Advantage**
www.SentryDS.com

As education improved among buyers, pharmacists were also encouraged to review NDC to CDM mappings for accuracy. Rouseff said this increased both Sentinel RCM's accuracy and the value returning to Baptist Health on the financial and billing side.

"By involving all these folks – the buyers, the pharmacists, the pharmacy directors – little by little it has really broadened the understanding of what 340B is and why it's an important program for our hospitals," Rouseff said. "And, of course, Sentry has also helped us qualify and validate our cost savings."

Accolades and Savings: **Significant Financial Results Earn Recognition**

In 2009, the first year when all four of Baptist Health's 340B eligible hospitals were fully implemented with Sentinel RCM, the hospital system had \$4.1 million in actual savings. That amount equals 8.5 percent cost savings on Baptist Health's total pharmaceutical spend and represents a more than 6,000 percent return on investment in Sentry.

Encouraged by these savings amounts and the significant progress made on 340B education across several different employee bases throughout the company, Rouseff applied for a Kaizen Award, an internal award designed to recognize cross-system teamwork that results in successful outcomes.

"Certainly in this case our cost savings are pretty spectacular," Rouseff said, "But this also underscores the fact that these buyers are corporate employees spread across the health system, and our pharmacies function relatively independently, so there's a whole lot of folks that had to work together and continue to do so on a daily basis to make this happen."

At the end of 2010, eighteen Baptist Health employees were honored with the Kaizen Award because of their efforts in maximizing savings and encouraging teamwork in the 340B program.

Looking to the future, Rouseff said there are always improvements to be made, such as increasing the use of Penny Buys or training buyers on other nuances of the 340B program.

"We really work from behind the scenes to support the buyers, and Sentry's been our partner in that effort from the very beginning," Rouseff said.

About Sentry Data Systems, Inc.

Sentry Data Systems, Inc. is a healthcare intelligence company offering technology solutions that address a wide variety of workflow, compliance, technical and financial challenges. Sentry's products serve hundreds of hospitals and pharmacies across the country and have saved clients millions of dollars to date. Sentry processes millions of eligibility, financial, clinical, and pharmacy transactions per day on over 15 million patients.

For additional information on Sentry's industry-leading technology solutions, go to www.SentryDS.com

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