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## Revenue Cycle Director Gains Insight at Home

Michael Bennett, Asante's Director of Revenue Cycle, had an enlightening moment at home recently and later shared it with his colleagues.

"A few weeks ago, my wife was asking my two children what they thought I do at work every day," Michael said. "My 4-year-old daughter immediately blurted out that my job is 'to tell people hi when they come to the hospital' and 'to make sure they're not scared.' My 5-year-old son, in his infinite wisdom, quickly refuted that by saying 'no, Dad just sits in boring meetings all day and then tells people to pay him *all* their money!'



"In a strange way, I think they were both correct," Michael said. "The trick is to focus on those elements that give us purpose and motivate us to succeed.

"As the Revenue Cycle department here at Asante, our role is ultimately to manage the financial processes for patient care, so at some of the most vulnerable times in our patients' lives, we get to swoop in and ask them if they want to pay by cash, check or card. I applaud you all for your courage in recognizing the importance of managing the business elements of healthcare and dealing with the often difficult conversations that you can have on a daily basis. But as my daughter alluded to, we also have the responsibility to ensure that our patients feel comfortable and safe. For us, that means doing as much

as we can to help them understand and navigate this complex process and to constantly look for ways to make our billing process more patient-friendly."

Michael pointed out that BLG/HealthStream Company, a national firm focused on improving patient-centered excellence, has recently begun a two-year partnership with Asante. BLG/HealthStream has already initiated an online survey – which many Asante employees have already completed – that is a first step in an assessment phase of its Asante initiative. The company will ultimately coach Asante leaders on ways to improve patient satisfaction and the overall Asante experience.

"This fits in very nicely with the initiative we kicked off at the first of the year, related to Patient Friendly Billing," Michael said. "We will continue to expand that for the foreseeable future because at the end of the day, it's about the patients."

Asante News is published every Tuesday. Deadline for submission of articles is every Friday. Send via e-mail to [asantenews@asante.org](mailto:asantenews@asante.org).  
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