



Madison Memorial Hospital

How Madison Memorial Hospital Cut Paper Forms by 67% - and Turned Admissions into a Breeze



The Pain: Admissions That Made Everyone Groan

Madison Memorial had a problem with forms. Patients and staff were stuck in a paperwork loop. Six to eight pages per patient, signed in multiple locations, and sometimes lost in the shuffle. The result? Long waits, frustrated patients, and staff who didn't feel like caregivers.

"We needed to speed up the admitting process while maintaining accuracy and improving the overall experience."

-Becky Garner, Admissions Supervisor

The stakes were high. Slow admissions didn't just test patients – it hit Madison's bottom line. Federal reimbursement rates are tied to the Hospital Consumer Assessment of Healthcare Providers and Systems' (HCAHPS) patient satisfaction survey scores, which were slipping for Madison. Every complaint, delay, and lost form meant less money from Medicare and Medicaid.

The Fix: Ditching Paper for Digital - Fast

Madison Memorial knew something had to change. They opted for Bottomline's electronic data capture, with its signatures on tablets, forms on screens, and no more lost paperwork. They knew what was possible, having already set up Bottomline's MedEx forms automation solution. By adding on Bottomline's electronic data capture solution (powered by Logical Ink), they were able to easily produce and access standardized forms, bar-coded wristbands, and labels with up-to-date patient information, plus collect compliant signatures and capture data electronically. The data capture was all doable with mobile devices too, even at a patient's bedside.

"By implementing Bottomline's eSignature solution, we made a dramatic impact on patient and staff experience and significantly increased efficiencies in our admission process." - Garner



CUSTOMER PROFILE

Madison Memorial Hospital is the only county-owned, non-critical access hospital in Idaho. Madison Memorial is also a self-sustainable, non-profit hospital. Madison has 69 beds and is a full-service facility. It is on the forefront of providing evidence-based, holistic patient care and linking its community members to the most progressive physicians, treatment, and medical technology available.

Admissions booths became digital command centers – three monitors, a printer, and a Topaz signature pad. Patients could scroll through forms, review information, and sign electronically. Workstations on wheels, equipped with cameras and scanners, made it easy to grab insurance cards, photo IDs, and orders. For planned admissions (think chemotherapy patients), the process was even smoother: straight to their rooms, forms completed in comfort and privacy.

"Bottomline offered a seamless integration between our original MEDITECH system and its eSignature solution which has carried through to our CERNER CommunityWorks system today." - Sally Haws, IS Application Analyst at Madison Memorial

The Results: Happier Patients and Staff, and a Lot Less Paper

Madison Memorial didn't stop at admissions. The digital transformation was rolled out everywhere – nursing floors, radiology, ambulatory clinics, respiratory, and elsewhere. Procedural consents, radiology worksheets, telehealth consents – if it needed a signature, it went (or is going to go) digital.

"Logical Ink has greatly improved our workflow. The forms are easy to access and complete with the patient. We no longer have to take the time to scan them into Isite and they are saved directly into the EMR with the save button. That also saves the Medical Records staff time in scanning the copy we use to send to them once we completed it."

**Anna Struhs,
Radiology Clinical Coordinator**

The impact?



**reduction
in paper usage**



**decrease
in admission times**



**increase in staff productivity
which has, in turn, boosted
morale and staff retention**



**HCAHPS score increase from
62% to 82% - well above the
national average of 71%**

Hospital still drowning in paperwork?

See what a 67% drop in paper could do for you.

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