

# Referral Conversion Rate

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## What is your Referral Conversion Rate?

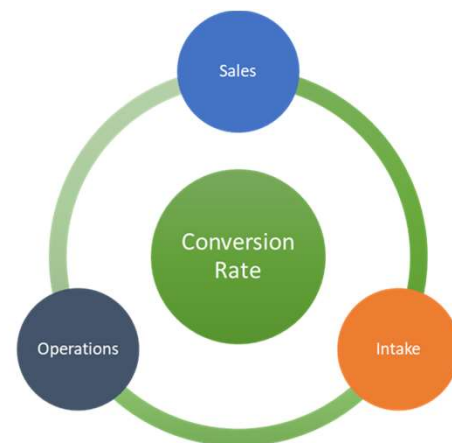
Referral Conversion Rate:

$$\left( \frac{\text{Admissions}}{\text{Referrals}} \right) = \text{Referral Conversion Rate}$$

How do you define a **referral**?

Are you tracking all referrals received?

What are you doing with that rate?



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## Referral Non-Admit Reasons

Referral conversion rate provides the referral volume your agency cannot take, the non-admit reasons, also know as Not Taken Under Care (NTUC), gives you the **WHY**.

Common Non-Admit Reasons:

- Out of service area
- Non contracted payor
- Patient/Family refusal
- Eligibility
- Staffing/Capacity
- Other Agency
- *“Other”*

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## Referral Conversion Rate Trends

Referral Trends 2019-2022\*

- 2019 ~ 65% referral conversion
- 2020 ~ 38% referral conversion
- 2021 to 2022 ~ 45% referral conversion

\*Source: Axxess Database

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## Best Practice

### Process:

- Be easy to refer to and streamline your intake process
- Measure your results and take action to control avoidable NTUCs
- Develop strong communication lines between Sales, Intake and Operations
  - Establish clinical decision support
  - Establish non-admit escalation protocols
- Provide excellent customer service externally and internally

### Technology:

- Manage your data - CRM, EMR
- Customize/identify your top non-admit reasons
- Smart matching
- Track data weekly

### People:

- Role Definition
- Train, Train, Train