Increasing Revenue with Data-Driven Engagement

How smart, integrated patient financial communication can increase personalization and improve revenue cycle performance.
12,480

The Total Number of Recurring Monthly Bills the Average Household will pay between ages 25-65.
• Mortgage/Rent
• Electric
• Gas
• Water
• Sewage
• Trash
• Cable/Satellite/Internet
• Cell Phone
• Insurance #1
• Insurance #2
• School Loan
• Car #1
• Car #2

• Credit Card #1
• Credit Card #2
• Credit Card #3
• Gas Card
• Store Card #1
• Store Card #2
• Store Card #3
• Misc. (lawn service)
• Misc. (tuition)
• Misc. (HOA)
• Misc. (bank loan)
• Misc. (storage rental)
• Misc. (medical)
Our Agenda

- The State of Self Pay
- What Can Data-Driven Statements Do For You?
- Building a Better Bill (Mastering the Basics)
- Smarter Segmentation: Build a 1:1 Patient Financial Experience
- Digital Personalization: More Options, More Channels, More Payments
- The Wrap-Up
- Q & A
"My doctor told me to avoid any unnecessary stress, so I didn't open his bill."
Average employee health contributions have increased by **78%** since 2006.

HDHP coverage has increased by 625% since 2006.

HIE enrollment skews heavily towards HDHP metal plans.
The Self-Pay Challenge

- 2-3 times more expensive to collect from patients than payers
- Patients pay twice as slowly as payers on average
  - 70% of providers reported it taking over 30 days to collect payments from patients
- Self-pay collections are less likely to result in preferred payment outcome
  - Collection of small dollar liabilities ranges from 50-70% for patients with a balance after insurance and just 5-10% for true self-pay accounts
  - By 2018, 35% of bad debt is expected to come from patients with a balance after insurance
So What does it All Mean?

One-size-fits-all patient billing won’t get the job done!
A majority of patients are confused about the medical bills they receive.

Patient Comprehension of Medical Bills
1-10 scale, where 1 is “very confusing” and 10 is “easy to understand”

60.5% of patients rated their medical bills as “confusing” or “very confusing”.

“Personalized” primarily by statement cycle

Your Money. Faster.
- Propensity to Pay
- Payment History
- Aging Status

- Balance Size/Due Date
- Communication Habits/Preferences
- Demographic Data
Tailored, data-driven patient billing drives better outcomes
The “OSFA” Statement

- Standard “templated” design for all patients
- Multiple lines of confusing encounter detail and charge/adjustment calculations
- No variable messaging or marketing
- Very limited payment options and no intelligent offering of arrangements for those who qualify
- Limited ability to communicate personalized billing instructions/messages to patients
- No clear call to action or empowerment of self-serve options, FAQs & resources
What can data-driven patient statements do for you?

- Personalized, relevant communication accelerates receivables
- Improve patients’ understanding of financial responsibility
- Integrate financial programs to increase awareness and adoption of those tools
- Drive use of more convenient, efficient self-serve channels
- Reduce collection costs
Building a Better Bill
(Data & Design Basics)
Building a Better Bill

• Clean, intuitive design
• Provide an account summary
• Clear, easy-to-understand balance calculation
Building a Better Bill

- Clear payment options
- Easy-to-find billing help & financial options

Questions About Your Bill?

Contact MyHealth Billing Support
Call: 1-877-555-1111 (Mon-Fri 8:00 AM - 5:00 PM)
Visit: myhealth.org/billing-center

Financial Assistance
MyHealth offers payment plan options. If you are unable to pay your amount due in full and would like to establish a monthly payment plan, please dial 1-877-555-1111.

If you are unable to pay you may be eligible for financial assistance. We may provide assistance for individuals and families with income at or below 400% of the federal poverty guidelines. To apply, call 800-111-1111.

Make a Payment Online in Minutes
Fast, Easy, and Secure: MyHealth.org/QuickPay
Guarantor #: 000000 | Medical Record #: 00000000

Your Money. Faster.
Building a Better Bill

- Dunning messages: Match the message with the data
- Include Financial Assistance directions in multiple locations if possible
- Let your vendor help
Building a Better Bill

• Intuitive encounter detail
• Will I receive other bills for my visit?
Building a Better Bill

- Avoid medical speak and confusing details
  - Description Crosswalk
- Charge consolidation
- Summarize aged activity
Smarter Segmentation
(Using patient data to build a more relevant, 1:1 billing experience)
Segmentation can build more intelligence and efficiency into billing practices

**Repayment of Self-Pay Balances**
A third of accounts generates nearly 80% of cash, while the bottom third contributes just 2% of total collections

Source: Connance, 2010
Segmentation can increase personalization and relevancy of statement messaging...

Segment by...
- Balance due
- Credit score/Propensity-to-pay data
- Payment History
- Receivable Aging
- Insurance Type

Activates business rules that...

Offer payment arrangement?
Offer prompt pay discount?
Tailor messaging to fit statement cycle requirements
Intelligent statement suppression

Your Money. Faster.
Integrate Financial Data to Personalize Patient Engagement

- Incorporate balance size and propensity-to-pay data in business rules to personalize statement messaging and offers.

- Low propensity-to-pay, large dollar balance → Provide payment plan offer
- History of late payment → Offer prompt pay discount
- Small dollar balance → Emphasize fast, self-service payment channels
Customize statement design & workflow by insurance type

- Medicare Primary Insurance
  - Customize Design to Fit
    - Larger text
    - Medicare-specific instructions & information
    - Emphasize phone support vs. online help options

- Medicaid Primary Insurance
  - Customize Workflow to Fit
    - Charity care application
    - Payment plan offer
    - Medicaid-specific instructions & information
Payment Plan Integration

- Payment plan terms/instructions offered to qualifying patients
Past-Due Statement

- Update design to emphasize past-due status
  - Messaging
  - Colors
  - Elements
Your Money. Faster.
More In-Depth TransPromo Targeting
Better Relevancy = Better Patient Experience

- Demographic Data
  - 50+: Discounted heart screening
  - Parents with children: Back-to-school physical
  - Millennials: Promote paperless billing

ONLINE SCHEDULING now available for MAMMOGRAMS!
Visit capitalbreast.org/schedulemammo to select a time that works for you!
Better Relevancy = Better Patient Experience

- Balance Due Data
  - Patients with a large balance receive an ad for payment plan

NEED TO SETUP A PAYMENT PLAN?
Call 800-111-1111 to discuss your repayment options with a MyHealth Patient Service representative.

Your Money. Faster.
Better Relevancy = Better Patient Experience

• Usage Data
  - Patients with active visit history receive ad for patient portal
  - Patients with history of online payment -- but are not enrolled in eStatements -- receive ad for paperless billing
  - Complex treatment history receives offer for financial counseling

Go Paperless.
Efficient, easy, and eco-friendly. Make the change to paperless billing today.
Learn More at MyHealth.org/Paperless

Your Money. Faster.
Digital Personalization
(More options, more channels, more payments)
The New Frontier in Personalization: Digital Billing & Payment Tools

- Payment: More options, more control
- Engagement: The right channel, at the right time
- Support: Self-service on the patient’s schedule
Consumers are **bill payment “omnivores”**

- They want to receive and pay bill where they want, when they want

**Number of bill payment methods consumers use monthly**
*(as a percent of all US households)*

- One: 27%
- Two: 21%
- Three: 20%
- Four: 15%
- Five: 9%
- Six+: 8%

The average US household uses **3 different payment methods** each month

Source: Fiserv, 2016 Billing Household Survey
Payment: More Options, More Control

• More Options
  - Online patient portal/Payment website
  - Mobile
    - Responsive portal
    - Text-to-payment
  - IVR
  - Social Media (e.g. via Facebook Messenger)

• More Flexibility & Control
  - Payment without enrollment ("Quick Pay")
  - Payment plans
    - Personalized negotiation of terms based on patient financial profile
      (e.g. balance size/aging status)
  - Payment pre-authorizations
  - Credit card/debit card or ACH
Engagement: Right Channel, Right Time

• Provides the patient with more options to view key billing info
  - Online statement presentation
  - Text message alerts
  - Outbound IVR

• Delivers an engagement approach tailored to patients’ unique communication preferences
Engagement: Right Channel, Right Time

- Track and leverage engagement data for more personalization
- Billing and payment alerts, notifications, and reminders fit patient response habits and preferences
- What digital billing/payment tools might benefit patient given what we know from the data?

**Habits & Preferences**
- Preferred engagement channel: Mobile text messages
- Payment habits: Funding source on file
- Response trends: Responds fastest in AM

**Customize Engagement**
- Text message prioritized over email
- One-click payment offer from text using preferred funding source
- Optimize text message send so that it’s delivered in AM

Data is tracked...
Support: Self-Service on the Patient’s Schedule

• Always “On”
  - Make payments
  - View paperless bills, balance due, and payment history
  - Account Management
    - Update address/insurance information
    - Download patient policies/intake documents
  - Secure, trackable communication with financial staff
Support: Self-Service on the Patient’s Schedule

- Automated Billing and Payment Support: Meet the Chatbot
  - Virtual patient billing agent
  - Powered by Artificial Intelligence
    - “Learns” from interactions with patient
- Context aware patient communication
- Accept/confirm payments via funding source
- Answer common billing questions
- Gain more actionable patient insights
The Wrap-Up

• HDHP: The New Paradigm
• Data...it’s All In the Details
• The Process
  - Better Design
  - Smarter Segmentation
  - Digital Engagement
• OSFA to OSFO
• Measure & Adapt
• ABC: Always Be Collecting!
Questions?
Please reach out with questions or to schedule a consultation

Email: tsimpson@eliteps.com
Call: 800-276-6456
Click: Eliteps.com/Statement-Print-and-Mail