brightree summit 2016 GET CONNECTED!

The 4 C's of Patient Collections:

Change, Coach, Cater and Collect

Jennifer Leon, Vice President

Brightree Patient Collections

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Objectives

- Discuss and review current patient collection strategy and how that may look today
- Explore and establish policy changes encouraging collecting from patients
- Learn how to develop internal training among all departments focusing on patient collections

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CHANGE

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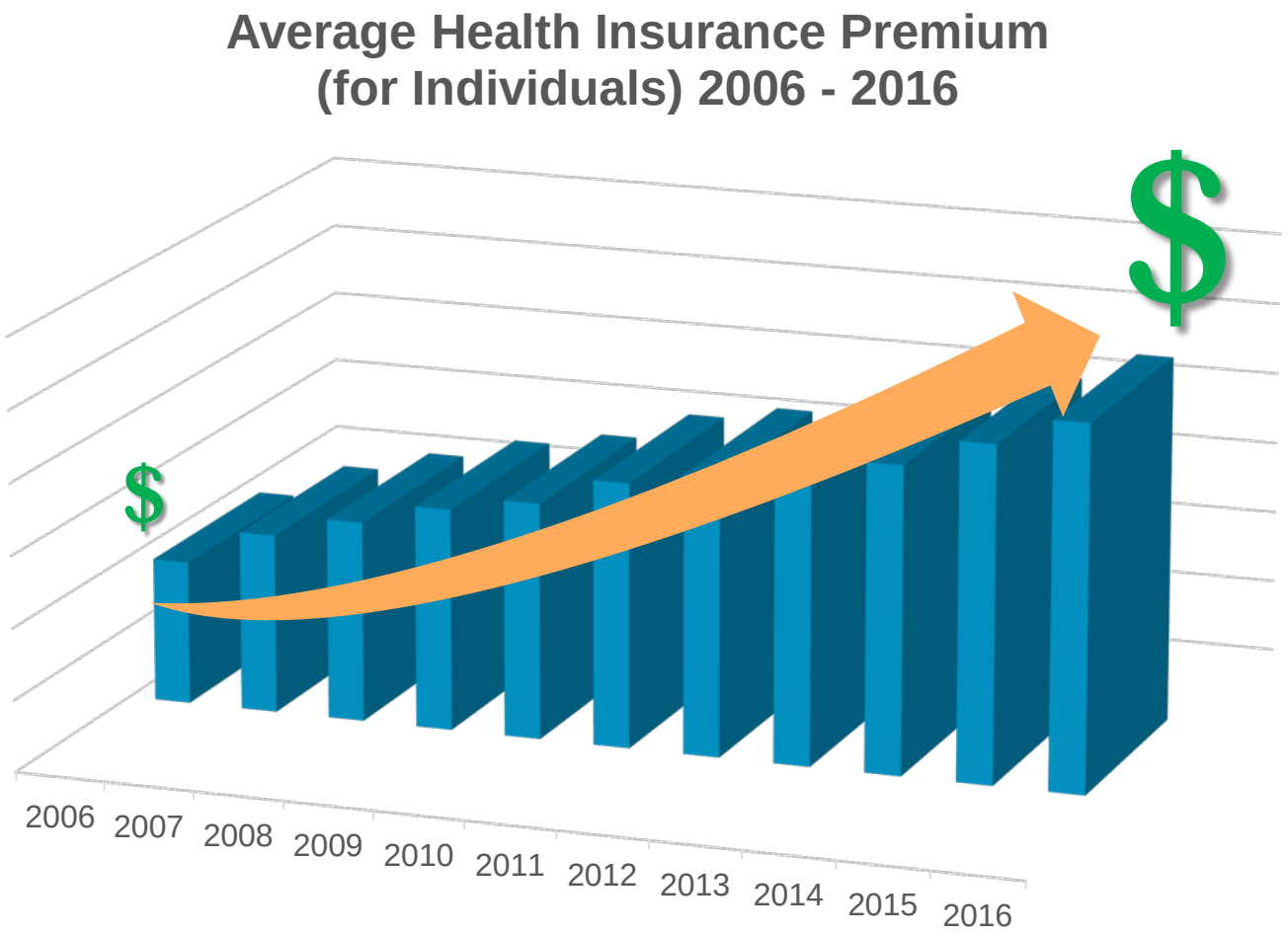
Why change?

*According to the CMS, the average health insurance premium for an individual has increased by **255%** since 2006.*



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The why's and how's

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COACH

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Look Familiar?

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Internally coach

- ALL STAFF
  - Business Development,
    - Referring Physicians
    - Hospitals/Facilities
  - Operations
    - Intake – THEY SET THE TONE!
  - Billing
    - Back end can set the tone as well
  - Logistics
    - Delivery drivers
- One team – same message….

We MUST collect from our patients!

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Externally coach

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Home » AutoPay

AutoPay

Get Started with AutoPay

1. **Sign on to www.CapeMedical.com and click on the 'Billpay' link in the top right corner**
2. **Click on the 'make payment' image**
3. **Click on 'create your profile' and quickly fill out the needed information.**
4. **Once complete click on 'user profile' and you can easily add banking information, sign up for AutoPAY and even sign on for eDelivery of invoices.**

AUTOMATIC

Never worry about missing a bill again. AutoPay will automatically have you pay your bill when it comes due - no more remembering to send checks or use the credit card. If your medical needs change, your billing profile changes along with it.

SECURE

Rest assured that we will never share your payment information with anyone, and that our payment partners utilize state of the art encryption and security measures to ensure your information stays safe and confidential.

SMOOTH

AutoPay works like paying an automatic toll. You use your equipment and we worry about the billing. You will always receive a notification before we process an automatic payment. Set your profile up once and we'll take care of making sure you get the equipment you need without any billing headaches. If you have any problems, our award winning Customer Service team is ready to assist you.

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3 out of 4 people are confused by their healthcare bills

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I was too..

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Externally coach

- Watermark advises patient of AutoPAY
- Remit coupon shows the date the account will be charged
- Market your Patient Portal
- Continue to give patient time to dispute the charge and/or arrange finances accordingly (AutoPAY can charge 10-20 days after invoice mailed, per your configuration)
- Patient will get a new invoice for every new date of service
- eDelivery should be made mandatory as best practice for AutoPAY patients delivering notification of invoice faster

CATER & COLLECT

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Cost Effective

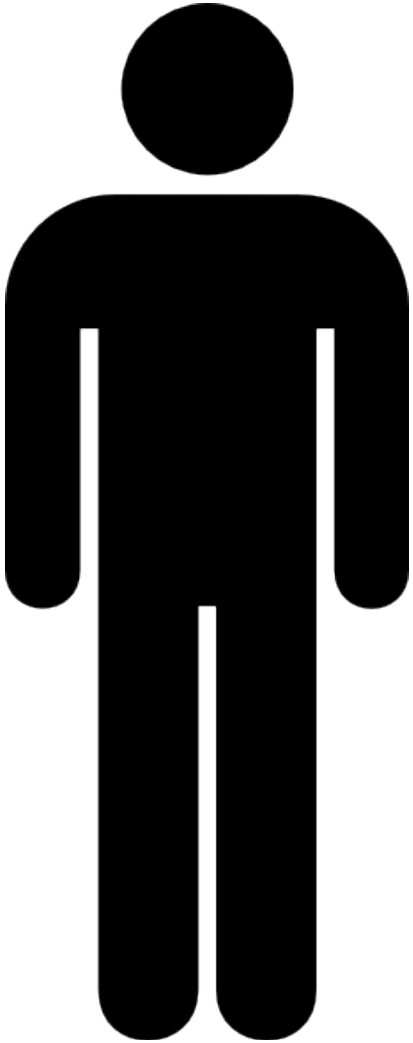
Complete Care

Fast & Easy

Security

Quality

Compassion



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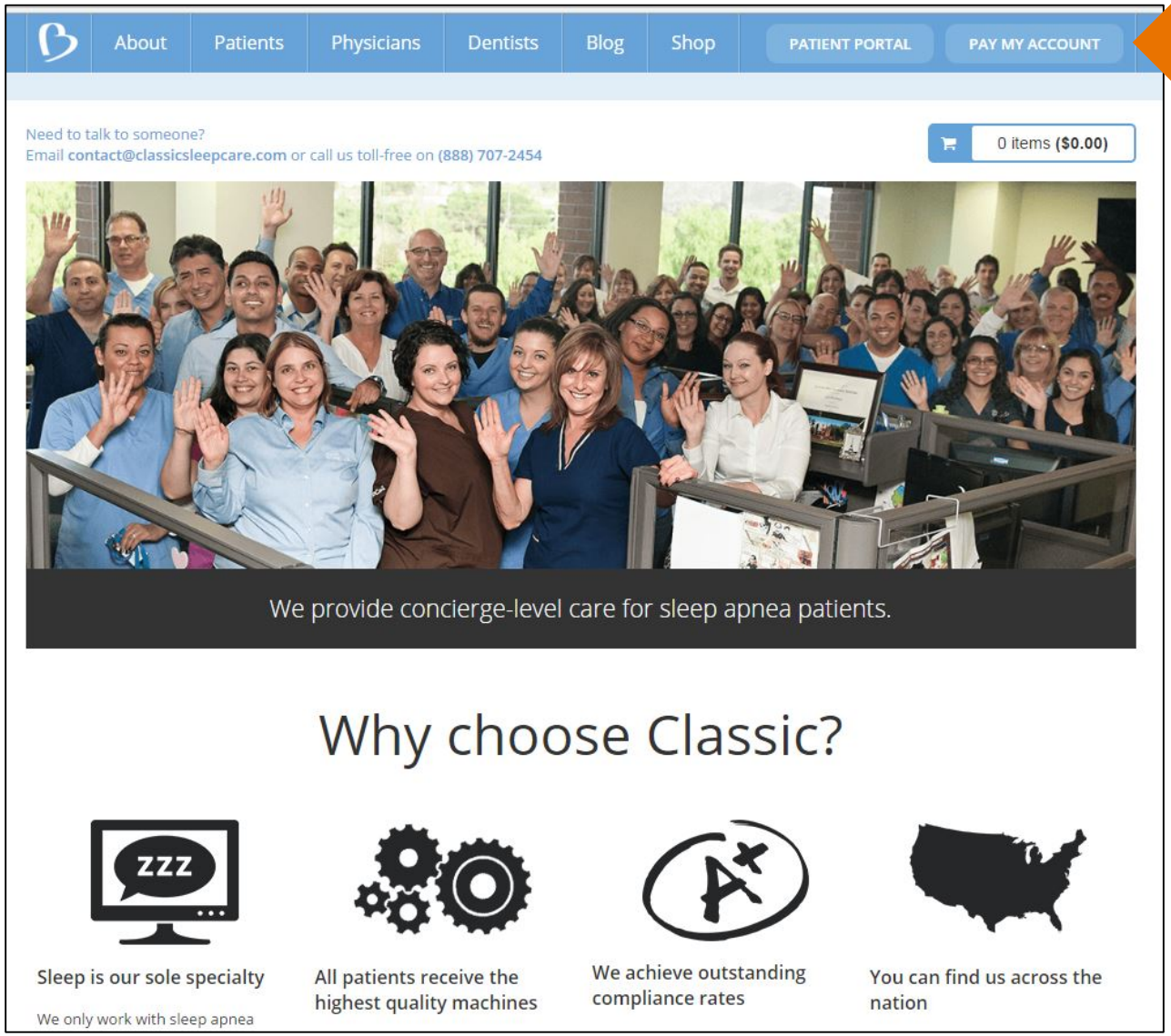
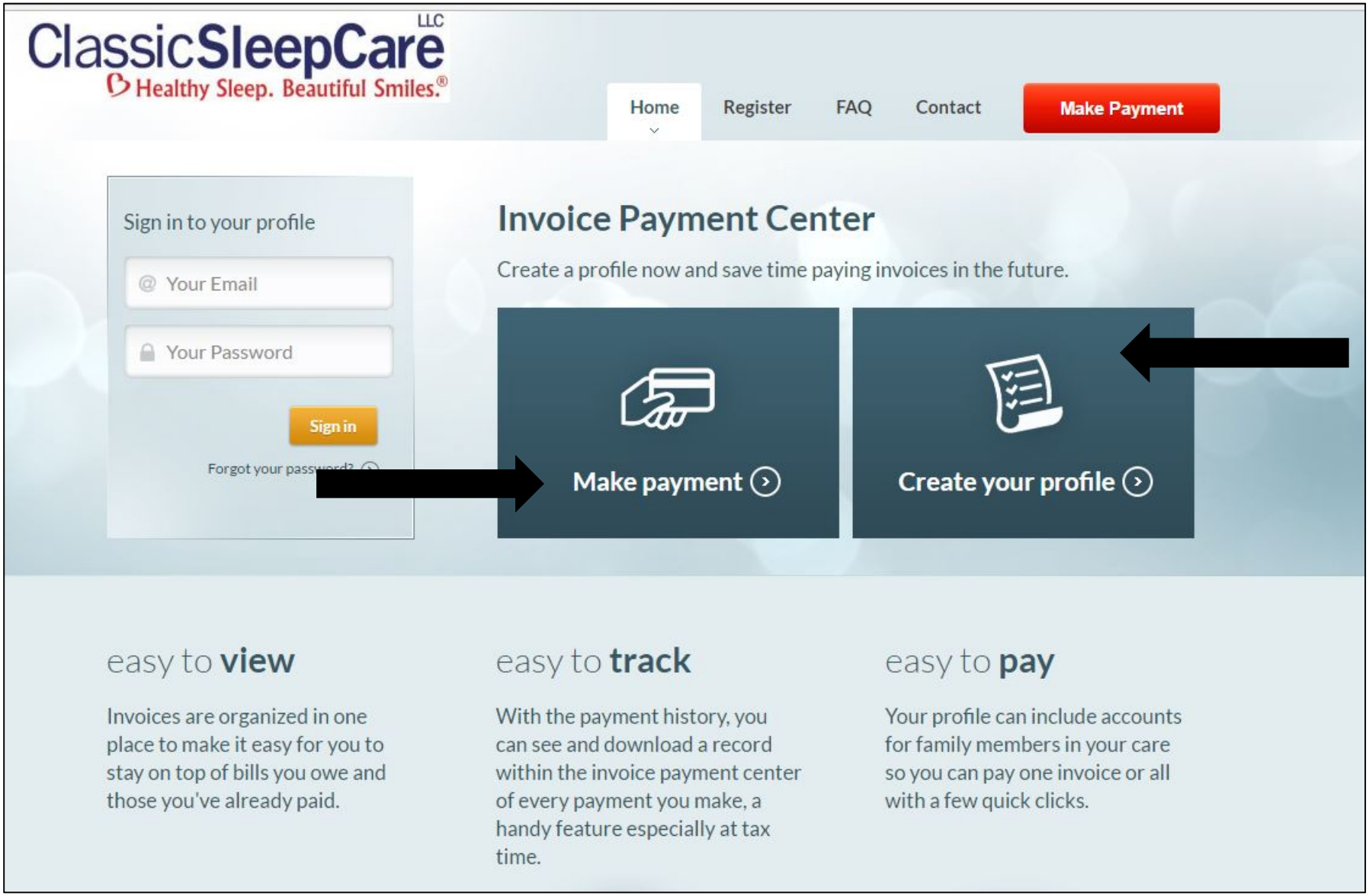


In 2 ½ years….

- 10,200 **one-time** payments
- $1 million in **one-time** payments
- 3400 **registered** patients
- $1.1 million in **registered** payments

$2.1 million Collected



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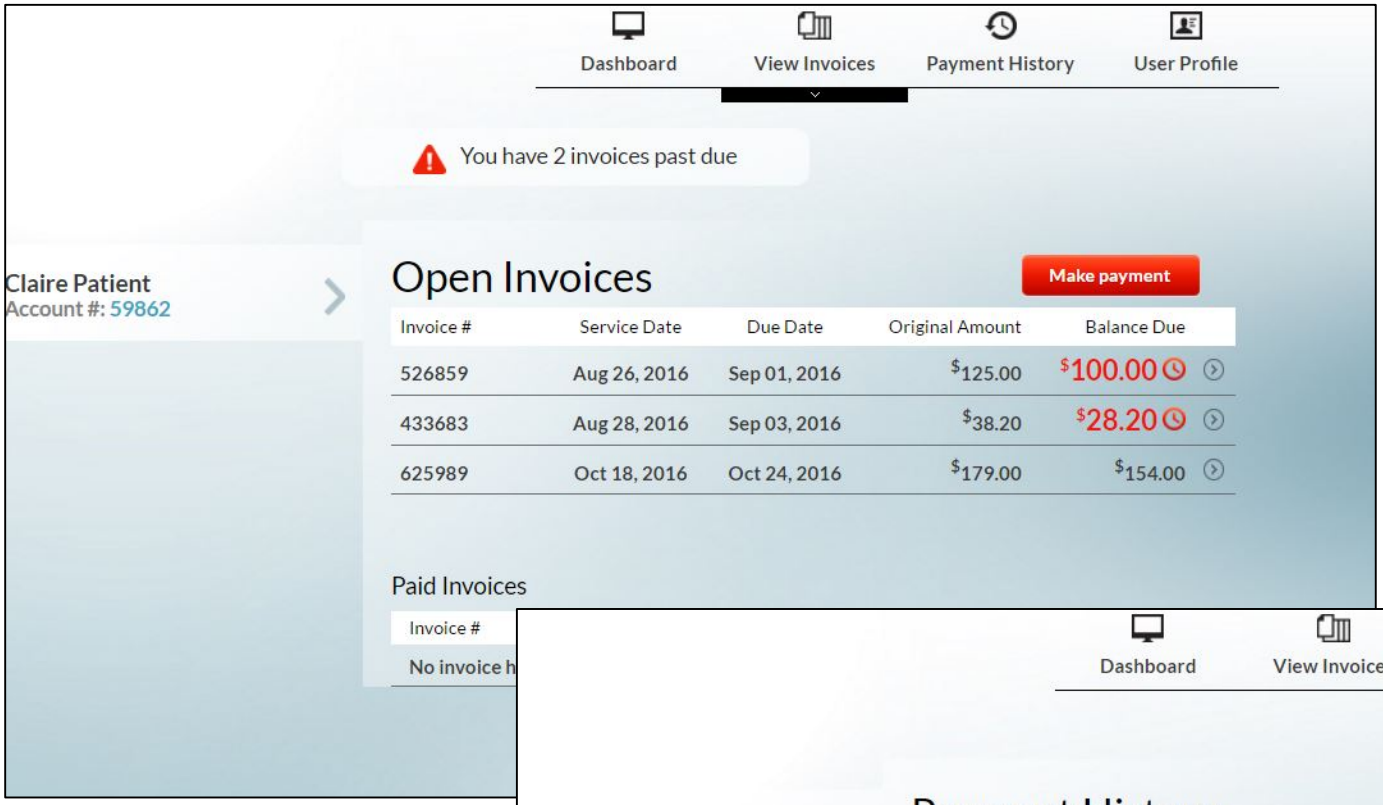
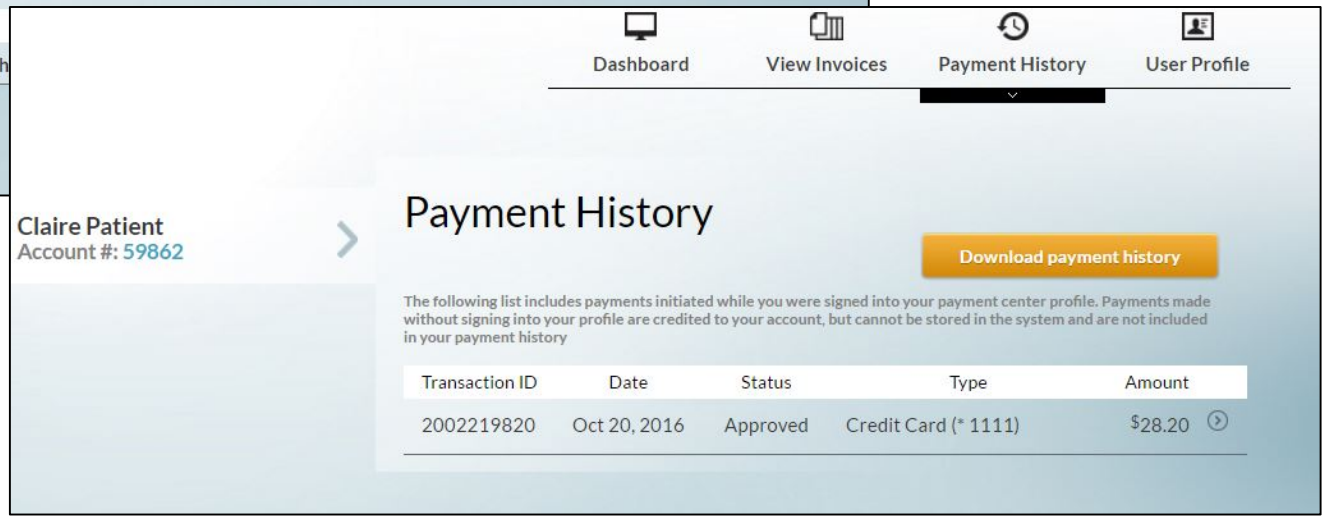
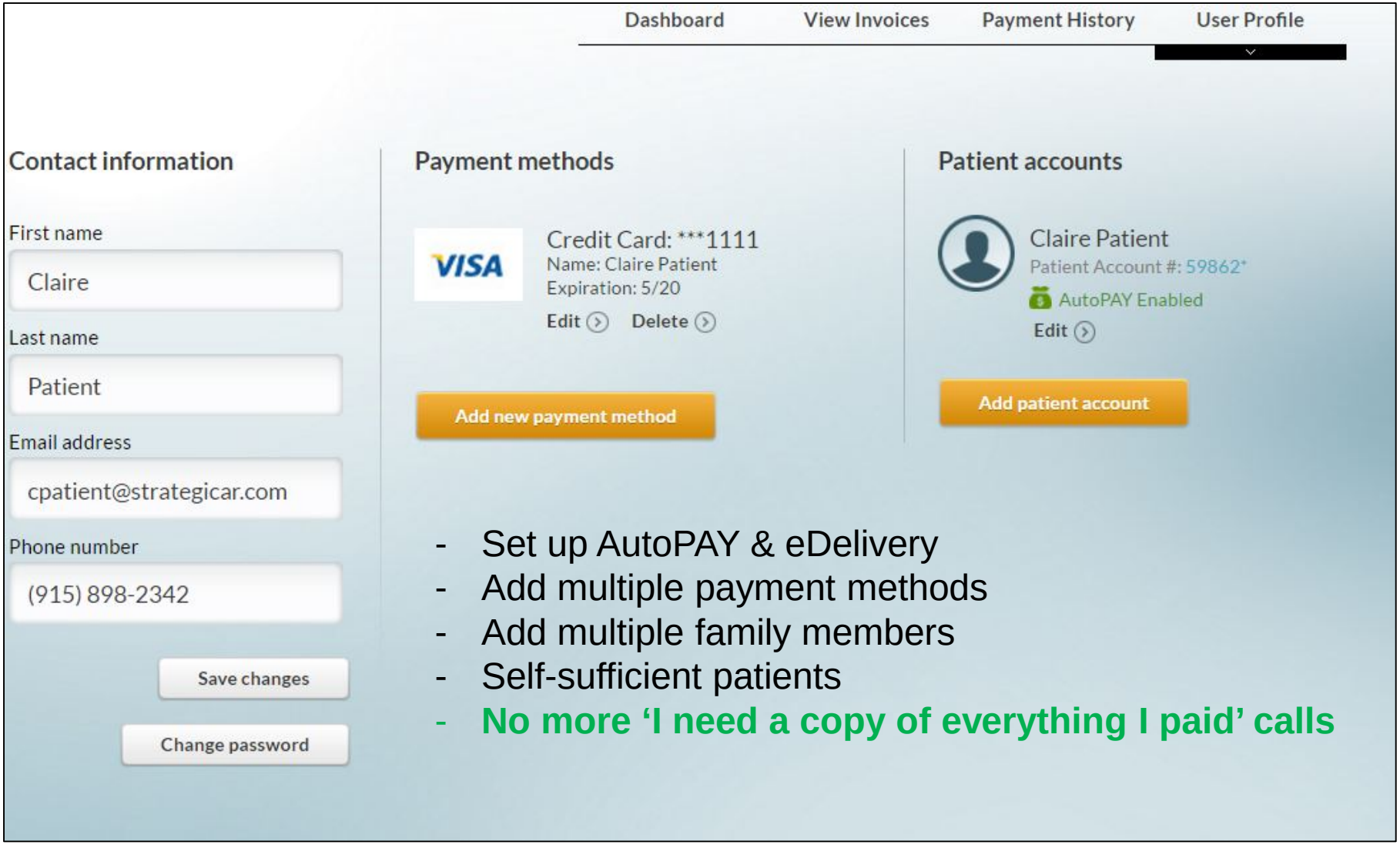


List of open invoices



Payment History



- Set up AutoPAY & eDelivery
- Add multiple payment methods
- Add multiple family members
- Self-sufficient patients
- **No more 'I need a copy of everything I paid' calls**

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Catering & Collecting – AutoPAY

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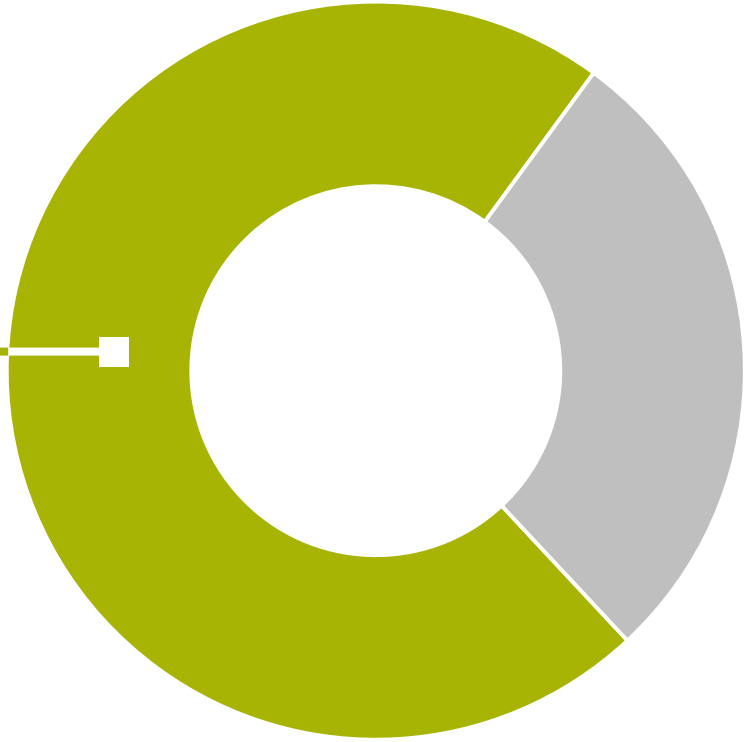
72% of consumers prefer to pay medical bills electronically, with either payment cards or digital wallets



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AutoPAY is…

- A money transfer schedule to pay a recurring bill on said due date
- Secure, encrypted & PCI compliant
- Notification of amount due BEFORE it's charged (remember invoice)
- An insurance policy – 100% coverage, 97% of the time

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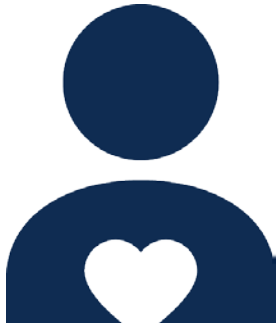
Catering & Collecting

Provider

- Patient DSO decreases
- No more past due letters
- Save time & labor resources
- No 3rd party collection agencies
- Lowers costs such as postage
- Patient loyalty

Patient

- No more late fees
- Advance notice of charges
- Easy and convenient
- Saves on postage
- Caregiver – easy to manage



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Sanford Health Care

- Headquartered in Fargo, ND
- 8 locations serving North Dakota and Minnesota
- Bill $50,000 monthly average (AutoPAY)
- Running since January 2016
  - $335,000 in total AutoPAY payments
  - 4,000 AutoPAY patients
  - Recurring monthly average $47,000 – EASY MONEY!

Collecting 96% of everything billed on AutoPAY!

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Consolidated Health Services

- Headquartered in Elgin, OH
- 10 locations serving Iowa, Nebraska, and Ohio
- Bill $133,000 monthly average (AutoPAY)
- Running since June 2015
  - $1,300,000 in total AutoPAY payments
  - 14,000 AutoPAY patients
  - Recurring monthly average $120,000 – EASY MONEY!

Collecting 90% of everything billed on AutoPAY!

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AeroCare

- Headquartered in Orlando, FL
- Nationwide locations
- Bill $82,000 monthly average (AutoPAY)
- Running since March 2016
  - $980,000 in total AutoPAY payments
  - 19,000 AutoPAY patients
  - Recurring monthly average $64,000 – EASY MONEY!

Collecting 91% of everything billed on AutoPAY!

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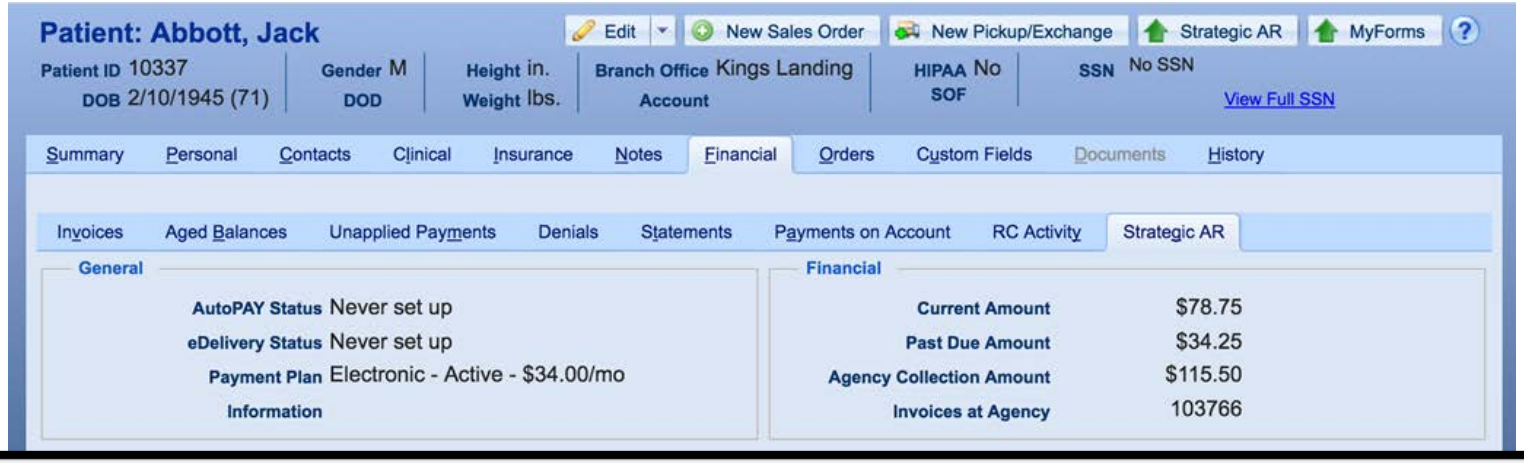
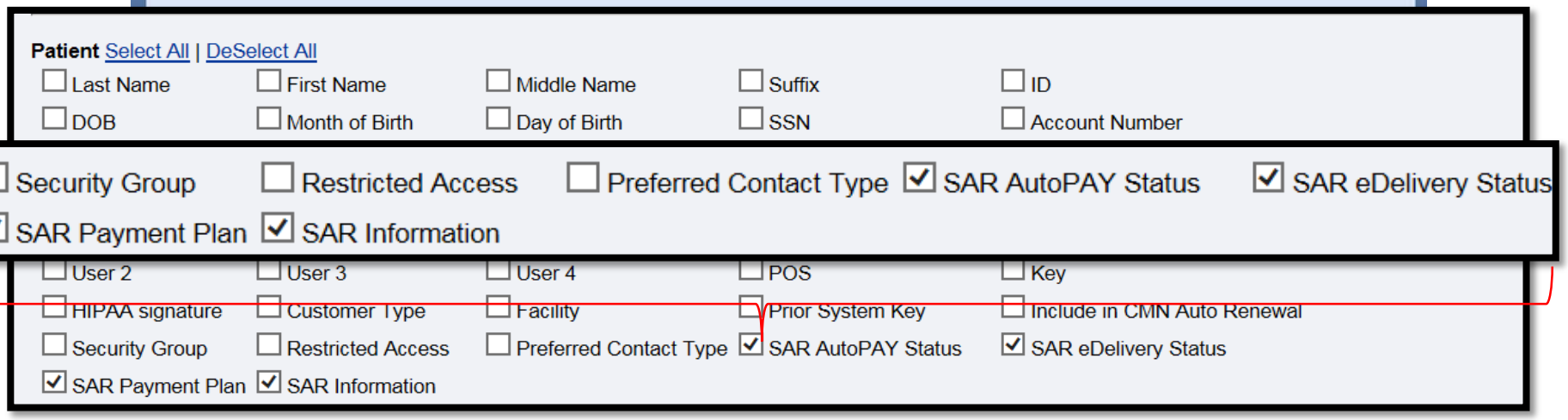
What's New & Coming Soon…

Patient Sync





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Almost two-thirds of consumers expressed interest in using mobile payment systems for healthcare bills.

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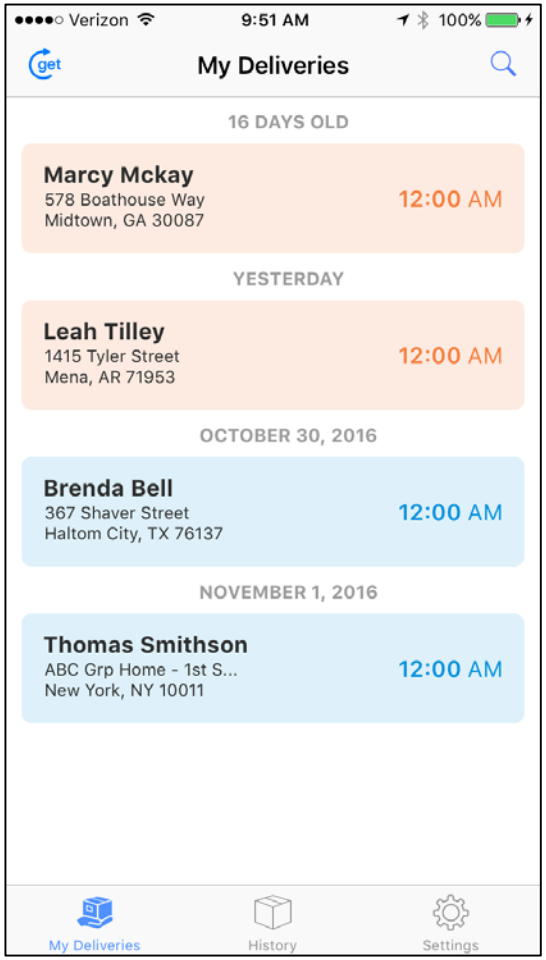
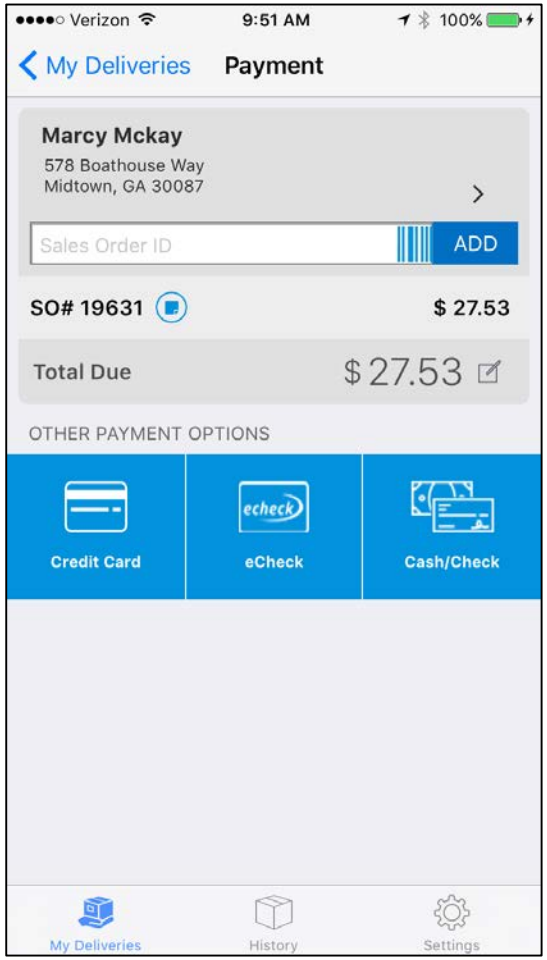
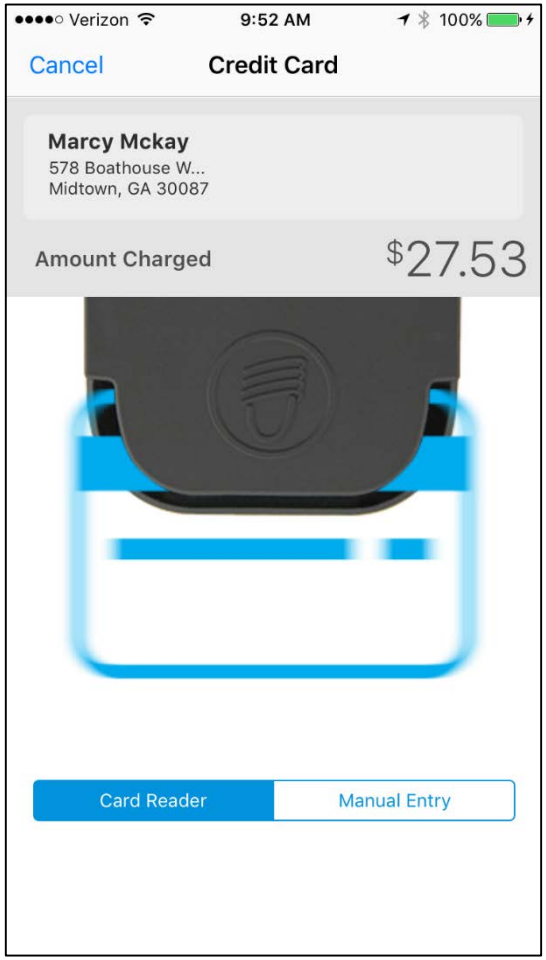
What's New & Coming Soon…

GetPaidHME – Mobile Payment App







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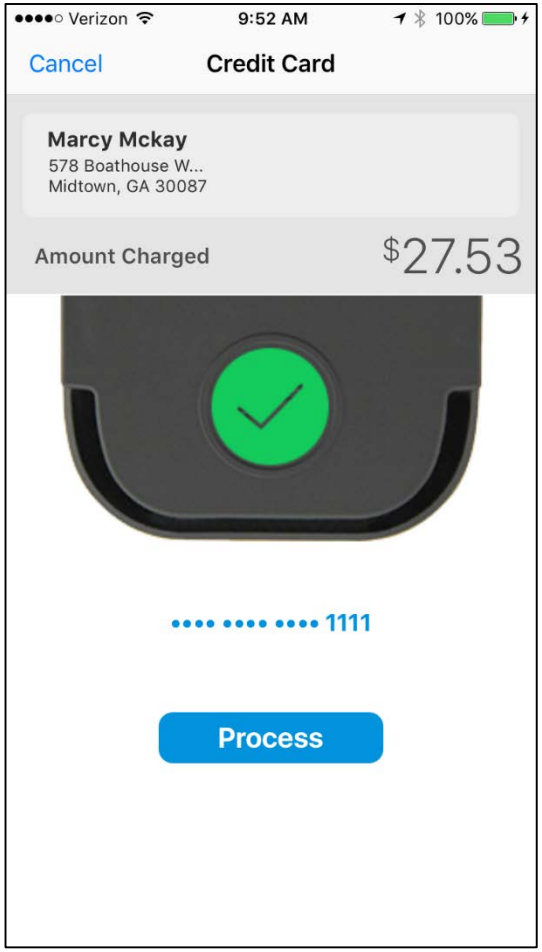

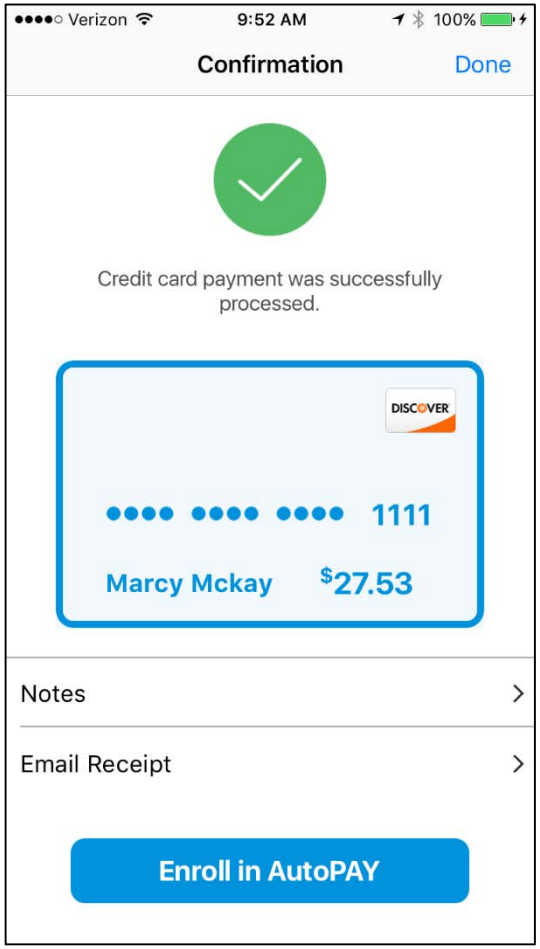

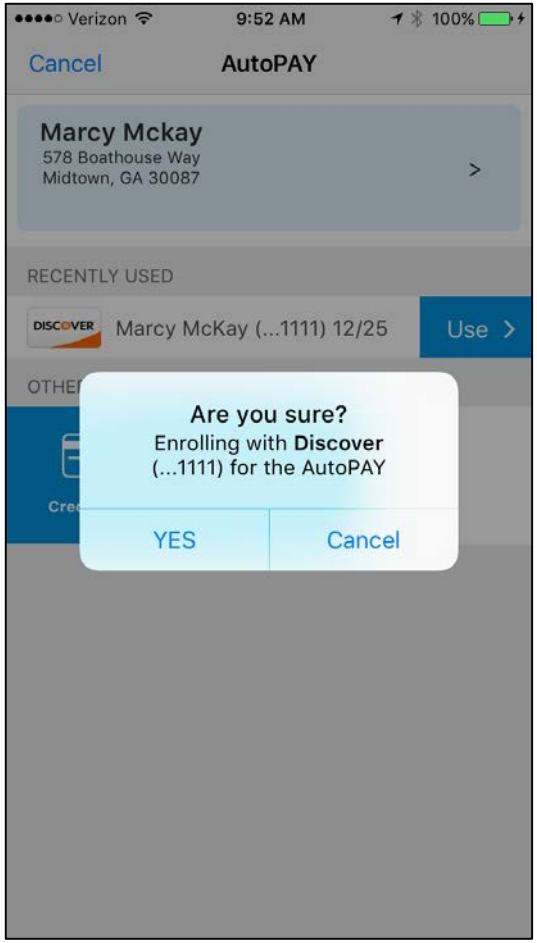

- Change – your outlook
- Coach – policy
- Cater – to changes
- Collect – your money

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*'We are really competing against **ourselves**, we have no control over how other people perform.'*

– Pete Cashmere, CEO of Mashable

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Thank you!

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