

The New Digital Patient Experience

How Revenue Management Can Accelerate
Transformation to Impact Patient Satisfaction

Jeffrey Sharfstein & Pierre Dupuis | CORE

Jeffrey Sharfstein

SR DIRECTOR – CUSTOMER SUCCESS

- 30+ years of extensive expertise in consultative approach to client engagement
- Responsible for providing executive level oversight
- Trusted advisor to key stakeholders within the hospital community including CEOs, COOs, CFOs, VP-Operations/Nursing/Patient Care Services as well as Chief Medical Officers and Informatics



Pierre Dupuis

VP – SALES & STRATEGIC ALLIANCES

- 20+ years of experience leading role in managing partner relationships
- Instrumental in building and facilitating relationships between CORE and various business partners
- Driving successful outcomes and long-term vision aligned to common goals and objectives



Agenda

The Patient Experience is Shifting Rapidly: How is it Impacting You?

Digitally Connect the Patient to Your Organization's Revenue Cycle Team:

- Standardized Digital Messaging
- Mobile Engagement
- Mobile Payments

Delayed / non-payments is costing providers

**\$620
billion**

in uncompensated
care by providers

**4x
more**

time to collect
from patient than
from insurance
company

73%

of providers take
one month or
longer to collect
payment

Evolving patient expectations are impacting healthcare

68%

prefer e-payment
options to pay
medical bills

80%

prefer online
payment
channels to pay
premiums

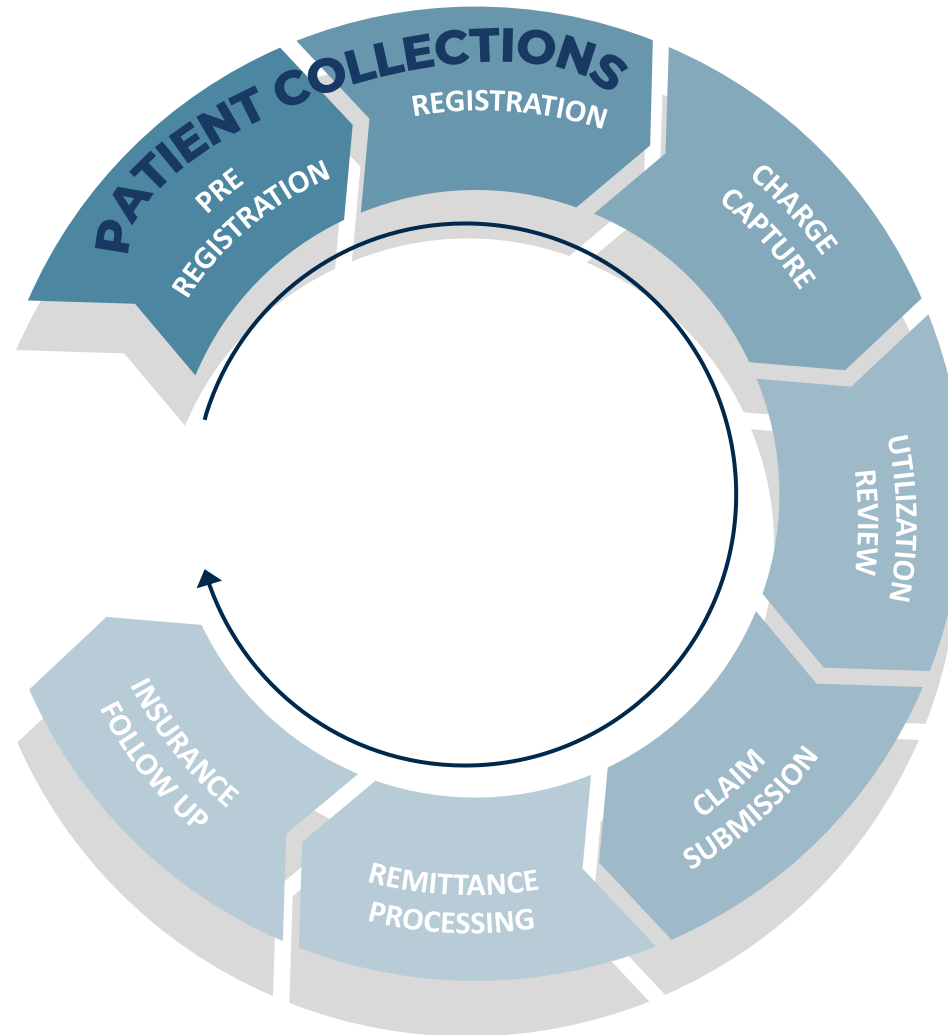
20%

of healthcare
payments are
made on mobile
device

Your Revenue Cycle is Complex



Digitally Integrate Payments into your Revenue Cycle



How do deliver
impactful patient-centric
payment experiences
to drive revenue capture?

Standardized Digital Messaging

Point-of-Service
Revenue Collection



Common Engagement Challenges:

Front Counter / Back-Office / Call Center

How does Revenue Cycle focus on:

- **Optimizing** every payment encounter when facing rising consumer balances?
- **Standardizing** CSR conversations, across the enterprise?
- **Improving** satisfaction for both sides of the interaction – staff and patients?
- **Enhancing** the overall payment and engagement experience?



Conversational Payment Collection

Manage the **MESSAGE**

Manage the **EXPECTATION**

Manage the **CONVERSATION**



Let's take a poll...

Co-pay Request:

No Scripted / Standardized Message

Search

Scan

Event ToolsAuto-receipt onReset PeripheralsOpen DrawerAdmin CenterBalanceCloseLog Out

Sarah Smith

778 Lark Lane, Phoenix, AZ 85004

111111111

602-555-1234

09/19/1956

ssmith@corebt.com



Total

BALANCE: \$50.00

PAY AMOUNT: \$50.00

Today's Visit

DATE	TIME	PATIENT NAME	ACCOUNT NUMBER	PROVIDER	FACILITY	BALANCE	* PAY	PAY AMOUNT	EST
10/15/2021	8:00	Sarah Smith	111111111	BCBS of Cleveland	North Star	\$50.00	☒	\$50.00	Est

Reason Code

Please Select

Continue

Cancel

Co-Pay Request:

Scripted / Standardized Message

Search

Event Tools Auto-receipt on Reset Peripherals Open Drawer Admin Center Balance Close Log Out

Copayment Only - Jane Smith

Mr. or Mrs. Smith,
Your insurance carrier states that you have a copay due today of \$20.00.
We accept many forms of payment including cash, check or credit card.
How would you like to take care of that today?

Continue

Event Last Susp.

Active Receipt

Total Amount: \$0.00

Balance Request:

No Scripted / Standardized Message

Search

Scan

Event Tools Auto-receipt on Reset Peripherals Open Drawer Admin Center Balance Close Log Out

John Doe

950 Warren Ave Suite 400, East Providence, RI 02914

777777777

866-567-2673

02/08/1980

jdoe@corebt.com



Total

BALANCE: \$120.00

PAY AMOUNT: \$20.00

Today's Visit

DATE	TIME	PATIENT NAME	ACCOUNT NUMBER	PROVIDER	FACILITY	BALANCE	* PAY	PAY AMOUNT	EST
11/25/2021	12:00	John Doe	777777777	BCBS of Cleveland	Mount Hope Hospital	\$20.00	☒	\$20.00	Est

Reason Code

Please Select

Professional Billing

BALANCE: \$100.00

PAY AMOUNT: \$0.00

MRN	PATIENT NAME	DATE	BILLED	BALANCE	* PAY	PAY AMOUNT
777777777	John Doe	10/02/2021	\$100.00	\$100.00	☐	\$0.00

Continue

Cancel

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Customer Service Directed: Co-pay & Balance

Event Tools Auto-receipt on Reset Peripherals Open Drawer

Copayment & Billed Balance - Jane Smith

Mr. or Mrs. Smith,

Your insurance carrier states that you have a copay due today of \$20.00.

I'm also showing that you have an outstanding balance of \$100.00 which we can take care of right now for you as well.

We accept many forms of payment including cash, check or credit card.

How would you like to resolve your balance of \$120.00 today?

Event

Last

Susp.

Active Receipt

Total Amount: \$0.00

Device-Based Messaging: Payment Request

Search

Event ToolsAuto-receipt onReset PeripheralsOpen DrawerAdmin CenterBalanceCloseLog Out

EPIC Check-In Transfer - Jane Smith

Mr. or Mrs. Smith,
Please confirm the appointment information on the device to your right.

Consumer Action

Waiting for activity...

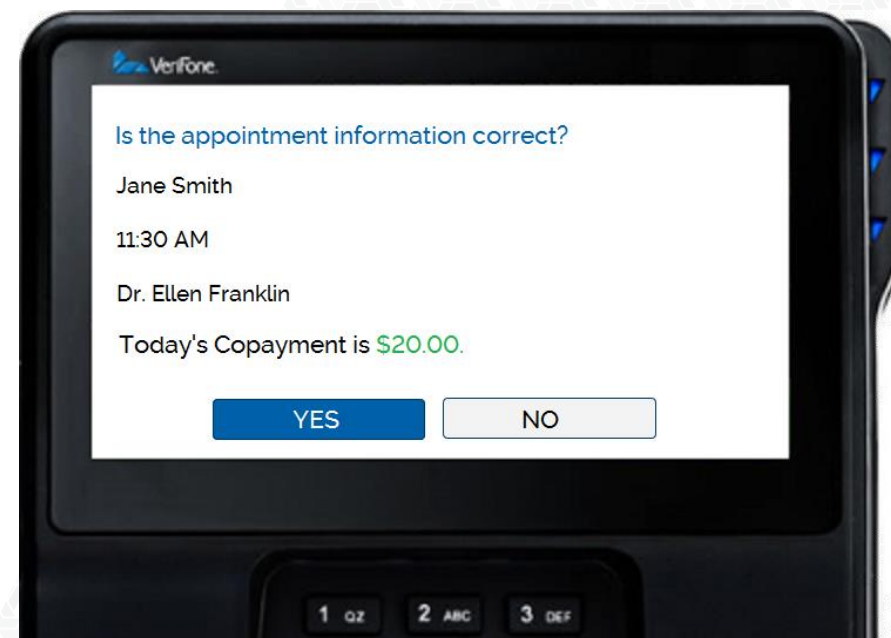
OverrideCancel

EventLastSuspDevice

Is the appointment information correct?

Jane Smith
11:30 AM
Dr. Ellen Franklin
Today's Copayment is \$20.00.

YESNO



Device-Based Messaging: Payment Selection

Search

Event ToolsAuto-receipt onReset PeripheralsOpen DrawerAdmin CenterBalanceCloseLog Out

EPIC Check-In Transfer - Jane Smith

Mr. or Mrs. Smith,
Please choose your payment today.

Consumer Action

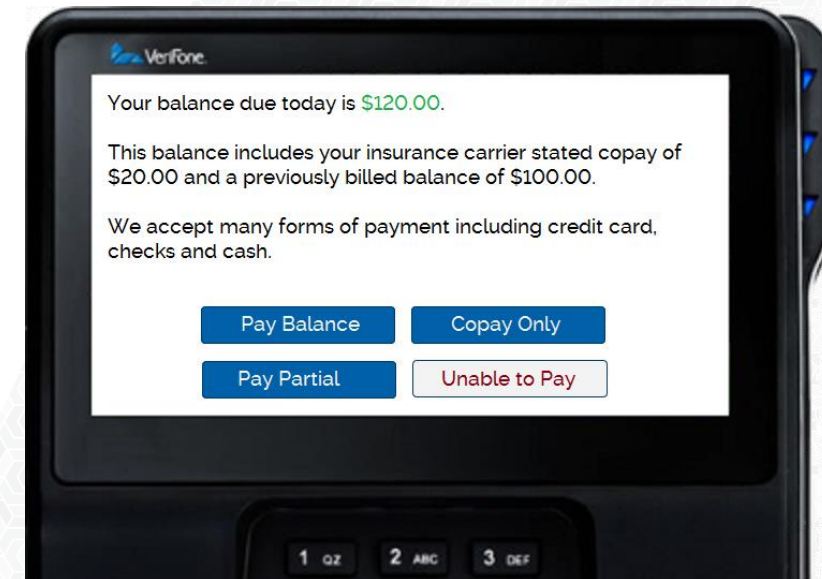
YES

OverrideCancel

EventLastSusp.Device

Your balance due today is \$120.00.
This balance includes your insurance carrier stated copay of \$20.00 and a previously billed balance of \$100.00.
We accept many forms of payment including credit cards, checks and cash.

Pay BalanceCoplay OnlyPay PartialUnable to Pay



Device-Based Messaging: Balance Deference Selection

Search

Event Tools Auto-receipt on Reset Peripherals Open Drawer Admin Center Balance Close Log Out

EPIC Check-In Transfer - Jane Smith

Mr. or Mrs. Smith,
Would you like to speak with a financial councilor regarding your remaining account balance?

Consumer Action

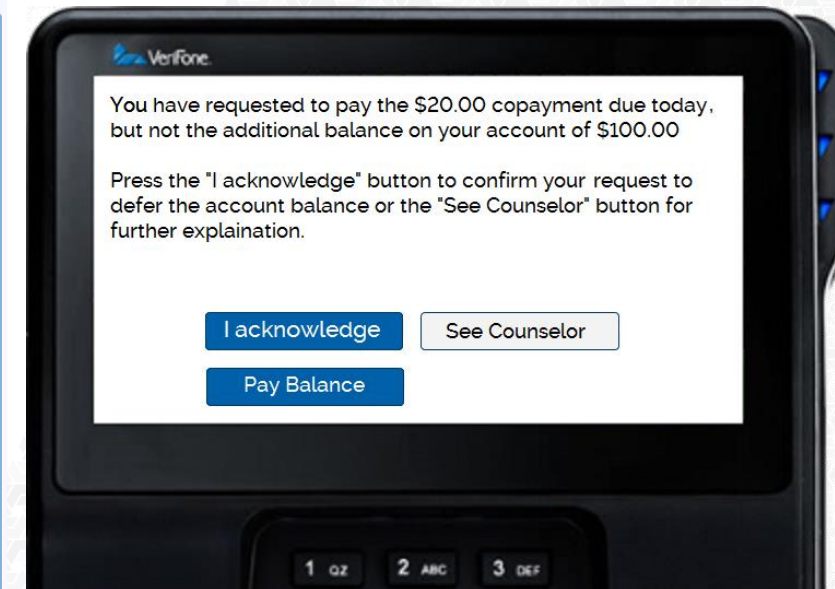
COPAY ONLY

Override Cancel

Event Last Susp. Device

You have requested to pay the \$20.00 copayment due today, but not the additional balance on your account of \$100.00.
Press the "I acknowledge" button to confirm your request to defer the account balance or the "See Counselor" button for further explanation.

I acknowledge See Counselor Pay Balance



Device-Based Messaging: Payment Method Selection

Search

Event Tools Auto-receipt on Reset Peripherals Open Drawer Admin Center Balance Close Log Out

EPIC Check-In Transfer - Jane Smith

Mr. or Mrs. Smith,
Please choose your method of payment
Your preferred payment methods are displayed as the top choices.

Consumer Action

Acknowledged Balance

Override Cancel

Event Last Susp. Device

How would you like to complete your \$20.00 payment.
Your preferred methods of payment are displayed as the top choices.

VISA *9821

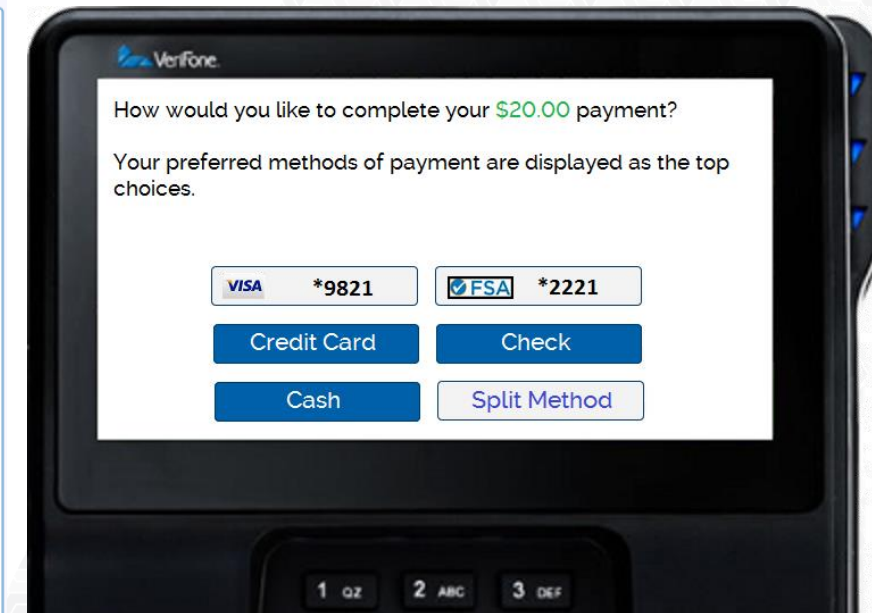
Credit Card

FSA *2221

Check

Cash

Split Method



Mobile Engagement

Beside Dispense-to-Payment
Program



Common challenges facing discharge-ready prescription fills

- Discharges late in day – not ideal for extra pharmacy stop
- Patients don't understand importance of medication
- Patients uncertain about side effects of medication
- Medication dosing post-discharge change, requiring new prescription
- Patient health plan may not cover brand – substitution maybe possible via physician approval

**\$41.3
billion**

**associated hospital cost
for 3.3 million adult re-
admissions**

Previous studies have demonstrated that transitions of care bundles, which include bedside discharge medication delivery, may help decrease hospital readmissions.

Source: <https://scholarlycommons.hcahealthcare.com/cgi/viewcontent.cgi?article=1174&context=hcahealthcarejournal>

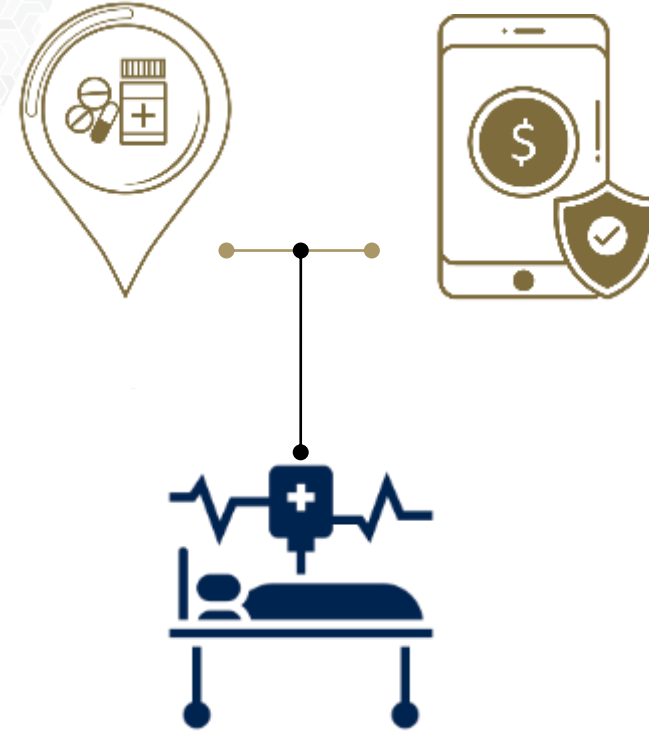
Deliver exceptional care & capture point-of-service payment



Enterprise-wide visibility into
dispense request & approvals



Pharmacy status update &
dispense request



Dispense & payment acceptance:
at bedside or discharge

Mobile Payments

Digital Payments Offer More

In the digital age, customers demand ...



EFFORTLESS



CONVENIENT



IMMEDIATE

Your patients want modern payment methods



ONLINE PORTAL



CONTACTLESS E-WALLET



MOBILE APP



PAY BY TEXT



PAY BY QR CODE

Source: <https://www.usbank.com/dam/documents/pdf/corporate-and-commercial-banking/2021-Healthcare-Payments-Insight-Report.pdf>

Let's take a poll...

Your patients want modern payment methods



1 ONLINE PORTAL



3 CONTACTLESS E-WALLET



2 MOBILE APP



4 PAY BY TEXT



5 PAY BY QR CODE

Source: <https://www.usbank.com/dam/documents/pdf/corporate-and-commercial-banking/2021-Healthcare-Payments-Insight-Report.pdf>

Digital engagement directly benefits net revenue

44%

pay medical bills faster
when they receive
digital/phone
notification

49%

pay by text, if available

41%

use IVR to pay bills and
find balance
information

Source: <https://www.usbank.com/financialiq/improve-your-operations/manage-payments/digital-payments-transform-patient-experience.html>

IVR: An overwhelmingly positive experience delivered

41%

use IVR to pay bills and
find balance information
*(compared to 22% last
year)*

90%

good way to be
reminded of balances

82%

extremely likely to pay
bills using this channel

Source: <https://www.usbank.com/financialiq/improve-your-operations/manage-payments/digital-payments-transform-patient-experience.html>

The Benefits of Text-2-Pay

INNOVATIVE CUSTOMER EXPERIENCE

Meet customers where they are already // No new applications // Adaptive to profile and channel

ACCELERATES A/R

95% of SMS messages are opened // 64% reduction in DSO // Payments in seconds

AUTOMATION & INTERNAL EFFICIENCIES

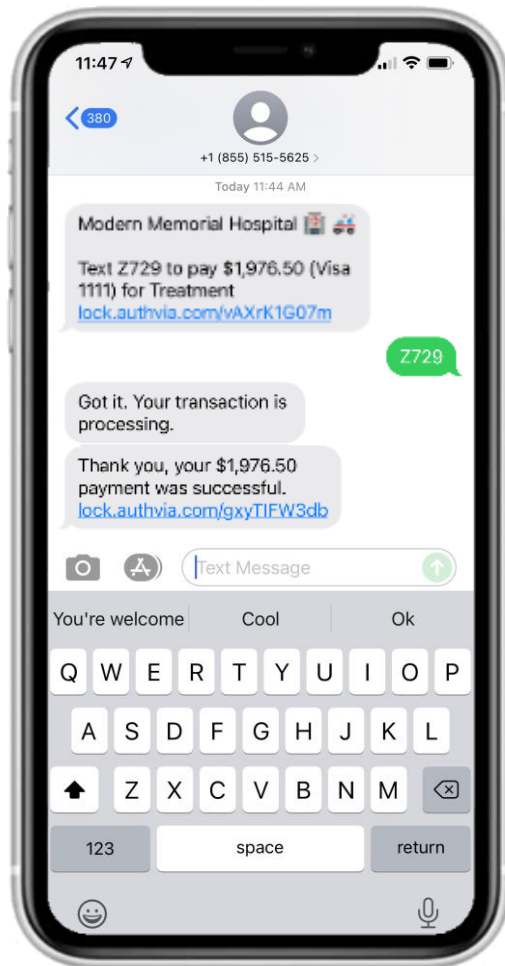
Decrease paper, increase electronic payments // Reduce order / appointment abandonment // Improve CRM and payment flows

TRULY CONTACT-FREE PAYMENTS

Create asynchronous order-to-pay experience 6mm, 6ft or 600 miles, all the same // Customer initiated, interactive and more...

80%

of customers use
TXT2PAY EVERY TIME



Initiate & accept payments
- meet your patients where
they already are

Simplify contactless,
e-wallet payment options

Securely deliver payment
receipts, directly in texts

The **Cost** Benefits of Text-2-Pay

$$\begin{array}{ccccccc} \$3.00 & \times & 50,000 & = & \$150,000 & \times & 12 & = & \$1,800,000 \\ \text{printing +} & & \text{\# of monthly} & & \text{monthly cost to} & & \text{months} & & \text{annual cost to process} \\ \text{processing +} & & \text{paper} & & \text{process paper} & & & & \text{paper statements} \\ \text{postage /} & & \text{statements} & & \text{statements} & & & & \\ \text{paper} & & & & & & & & \\ \text{statement} & & & & & & & & \end{array}$$

10%
SAVINGS

\$180,000

in potential **annual** savings

15%
SAVINGS

\$270,000

in potential **annual** savings

20%
SAVINGS

\$360,000

in potential **annual** savings

(assuming Text-2-Pay adoption rates as stated above, and opting out of paper statements)

Q & A



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