MAXIMIZING THE PATIENT FINANCIAL EXPERIENCE

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THE BEGINNING

Three billing systems

Five different account level statements

Two banks

- Non profit account
- For profit account

Three customer service call centers

- Hospital < 45 (In-house)
- Hospital >45 (Outsourced)
- Clinic and Reference Lab (Outsourced)

THE BEGINNING CONTINUED...

- No collections calls on clinic accounts
- No collections call on hospital accounts <45
- Confusing access to multiple online payment portals
- Manual posting of payments
- Payment plans only available through telephone arrangements
- No IVR payment option
- No text collections
- No chat
- Two statement vendors

THE GOALS

Improve the Patient Experience
1. Enhance patient self-serve capabilities
2. Simplify patient communications
3. Improve patient financial satisfaction

Improve Financial Performance:
1. Net revenue improvement
2. Reduce cost to collect
3. Cash acceleration gains

Improve Operational Performance:
1. Staff efficiency improvements
2. Training and quality assurance
3. Innovation acceleration

Baton Rouge General
A Community of Caring

THE REQUIREMENTS

Consolidated statements

Consolidated patient portal

Consolidated call center

Multiple payment options
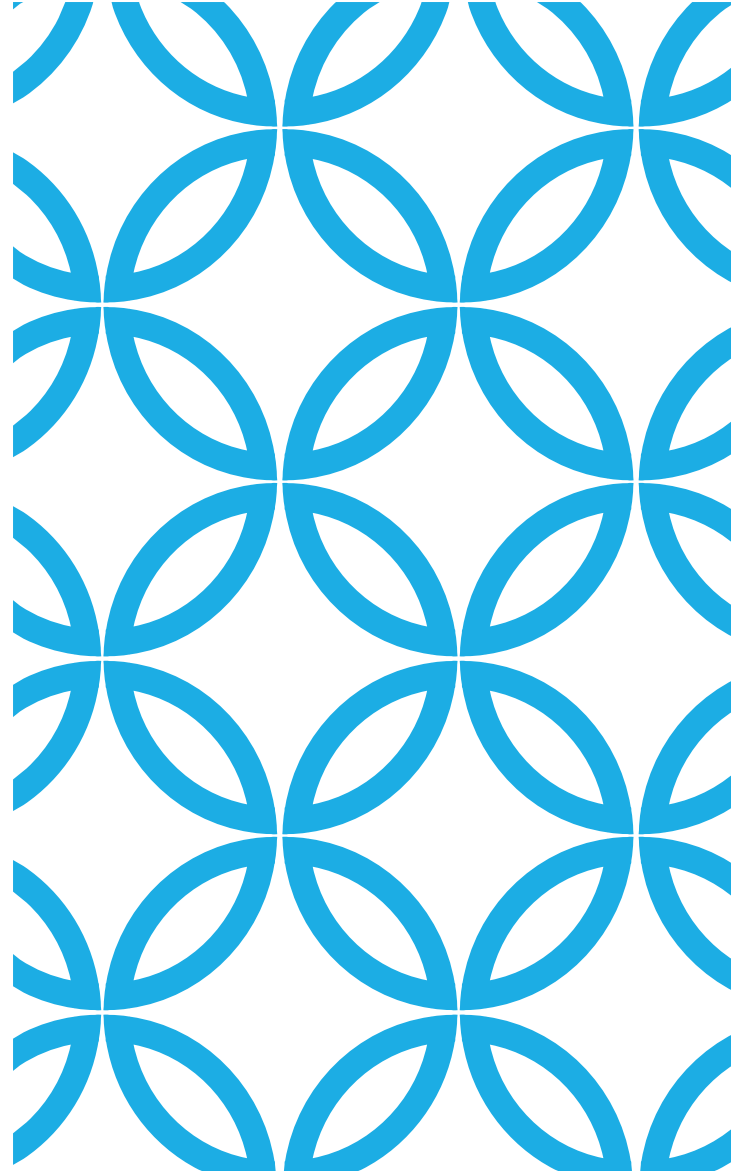
In-house collections

Self service payment plans

Minimum 3 to 1 ROI

Multichannel communications

THE PARTNER

- Built on Salesforce

- Integrated with 5Nine Call Center

- Customizable

WE'VE COME A LONG WAY

CONSOLIDATED STATEMENTS

- Consolidates guarantor accounts across organization (hospital, physician group, reference lab, all joint ventures)

- Statement messaging customization to direct patients to Portal and highlight all payment options

- Dynamic messaging changes as dunning cycle progresses

- Reduces statement costs through organization and guarantor consolidation

- Presents charges in a consumer-friendly way so patients understand and act on their financial obligations

Easy ways to pay!
Use this QR code to open our fast pay portal for easy electronic payments. Other payment methods include mail, web portal, and phone payments through our electronic phone system that is available 24 hours a day.

QR CODE

PATIENT PREFERENCE FOR STATEMENT DELIVERY

- Guarantors can select the paperless option for statement delivery

- Statements are not mailed to these guarantors, reducing statement costs

- The pdf version of the Statements are available through the portal

- Guarantors are notified of new statements through email campaign
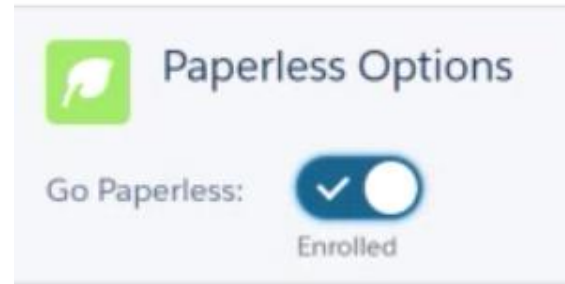
PATIENT FINANCIAL PORTAL

Complete Self-Service Environment

✓ Pay quickly and easily via preferred channel (Credit Card, ACH)

✓ Chat with an agent

✓ Easily create and manage payment plans across totality of family's obligations
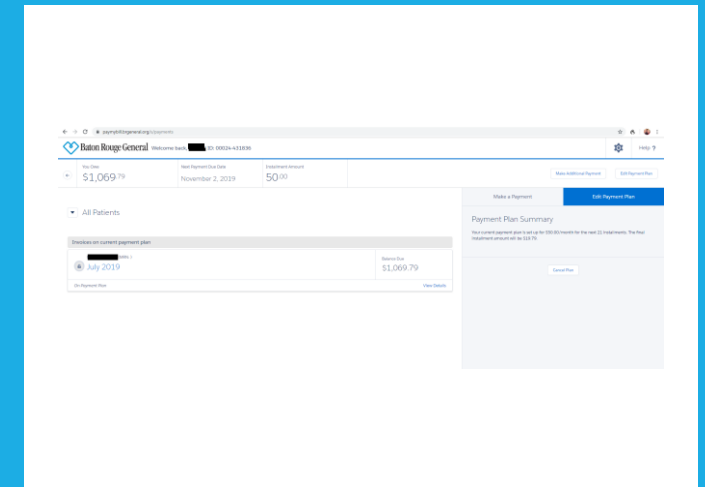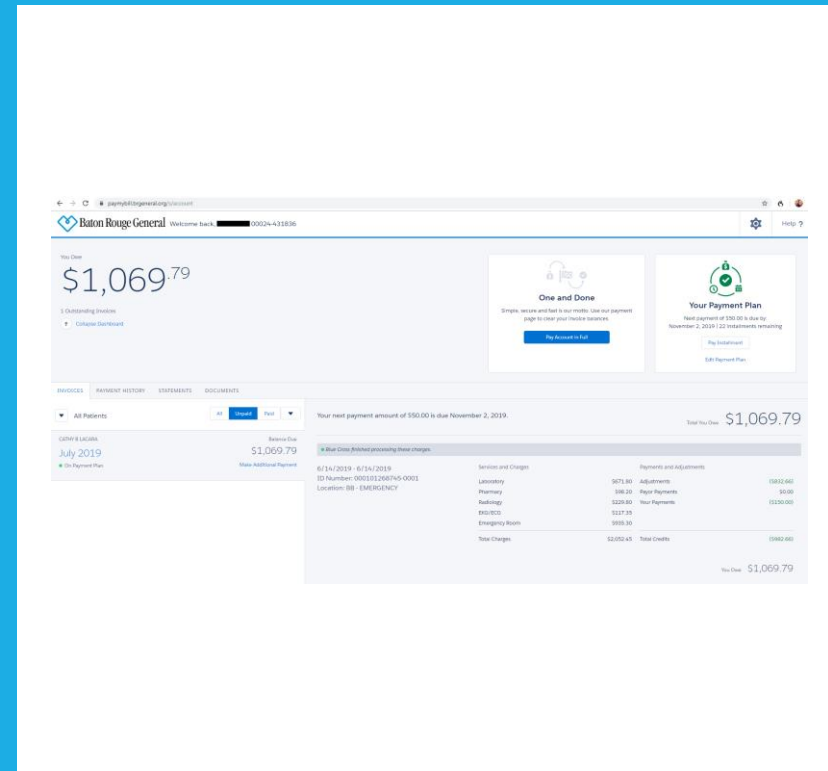
PATIENT FINANCIAL PORTAL

View previous payments and print receipts

View previous statements

Receive alerts and notifications on activities

Update payment plan information

Access important Revenue Cycle Documents

MOBILE FRIENDLY PAYMENT PORTAL
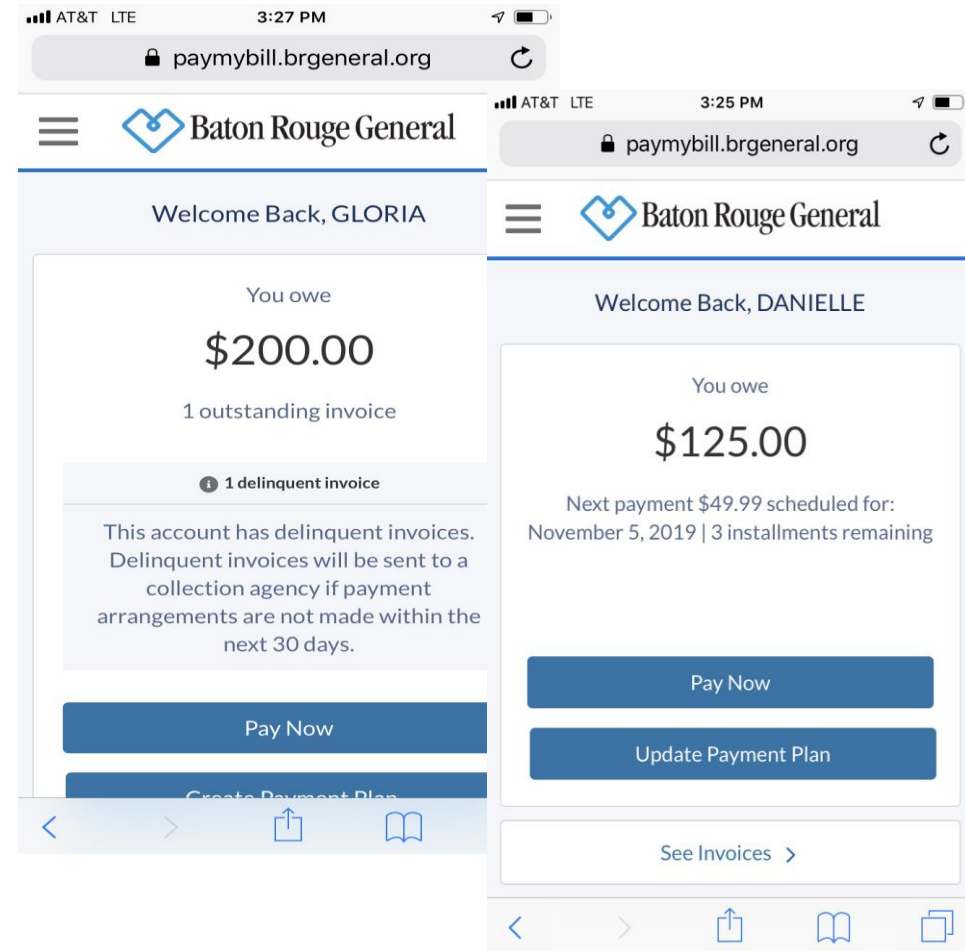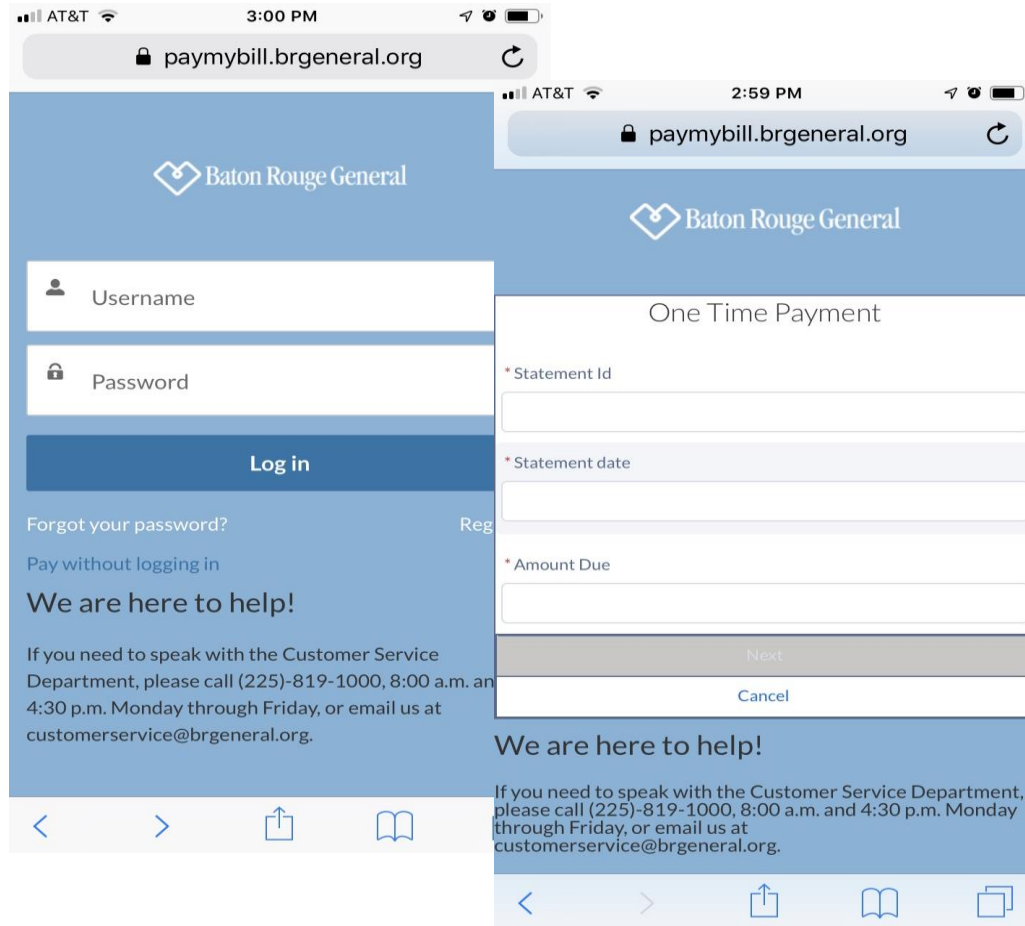
TEXT COLLECTIONS

✓ Text collections link to easy pay window where guarantors can pay without logging into the portal if they choose

✓ Text PAY to pay with stored payment token

✓ Respond to text to chat with a live agent during business hours

Messages

To (318) 581-0303, Read - 4/20/2022, 01:16 PM PDT [SMS]

You have a balance with Baton Rouge General of $113.00. If you have already made a payment on this balance, Thank You! If not, please go to paymybill.brgeneral.org/s/guest-payment?guarantorId=0031U00001clHwqQAG to pay your bill. A statement has been mailed for your review. If you have questions about your balance, please contact our Customer Service team at 225-819-1000 or reply to begin a chat session with an agent. Reply PAY to pay with your Visa 1182 Exp: 3/2025 on file.

To (318) 581-0303, Read - 4/25/2022, 08:00 AM PDT [SMS]

Type Message

- Delivers a pre-recorded voicemail without placing a call
- Voicemail is transcribed and has caller Id
- Guarantor listens and reads at their convenience
- No waiting for an agent to be available
- 30%+ call-back rate

RINGLESS VOICEMAIL

Take Payment

Balances
Invoiced
Due
Overdue
Delinquent
Payment Plan
Pre-Invoiced
Total

Payment Plan
Plan Type:
Remaining Balance:
Installment Amount:
Remaining Installments:
Status:
Next Payment Date:
Amount Due:

SERVICE DATES	LOCATION OR PROVIDER
4/14/2019	BB - EMERGENCY
9/15/2019 - 9/18/2019	BB - MEDICINE SERVICE

Credit Card

* Year   * CVV

Cases (3+)
00022011
Case Record T... Overdue Account
Status: Closed
Priority: Medium
00034041
Case Record T... Overdue Account
Status: Closed
Priority: Medium

Charge Groups (Guarantor) (3)
000101312470-0001 DOS: 10/3/2019 - 10/3/2019
Patient:
Substatus: Claim Processing
Balance: $1,029.06
000101306848-0001 DOS: 9/15/2019 - 9/18/2019
Patient:
Substatus: On Payment Plan
Balance: $1,384.53

PDF
View PDF
View PDF
View PDF

Payments (3+)
Blue Cross Payment - 10/10/2019
Deposit Date: 10/10/2019
Amount: $5,138.12
Description: BLUE CROSS PAYMENT
CHECK - 2100002976 - 9/9/2019
Deposit Date: 9/9/2019
Amount: $100.00
Description: CHECK - 2100002976

LA 70806
Map data ©2019
DISTRICT
840

NEW FINANCIAL CALL CENTER

Patient Centric Service

✓ Comprehensive patient-centric view across system

   ✓ Guarantor and system integration

✓ Popup Account Functionality allows for quicker call resolution

✓ IVR phone system allows patients to pay via telephone 24/7

✓ One Customer Service team!

✓ Engage w/ patients via preferred communication method

Workflow Automation

- ✓ Work list prioritization and case routing

- ✓ Drives right account to rep for incoming call

- ✓ One consolidated posting file for all patient payments

- ✓ Portal access for reps to ease walk through process

- ✓ Automates outgoing call campaigns with account information auto populated for rep

NEW FINANCIAL CALL CENTER

Actionable Data

- ✓ Utilizes Propensity to Pay Scoring to prioritize collections efforts to guarantors most likely to pay

- ✓ Presumptive Charity Score for Charity Care workflow

- ✓ Bad Debt process simplified through more accurate reporting on qualifying accounts

- ✓ Real-time productivity monitoring

- ✓ Measure and correlate Patient Satisfaction with Revenue Cycle changes

NEW FINANCIAL CALL CENTER

More successful calls = 33% collection increase
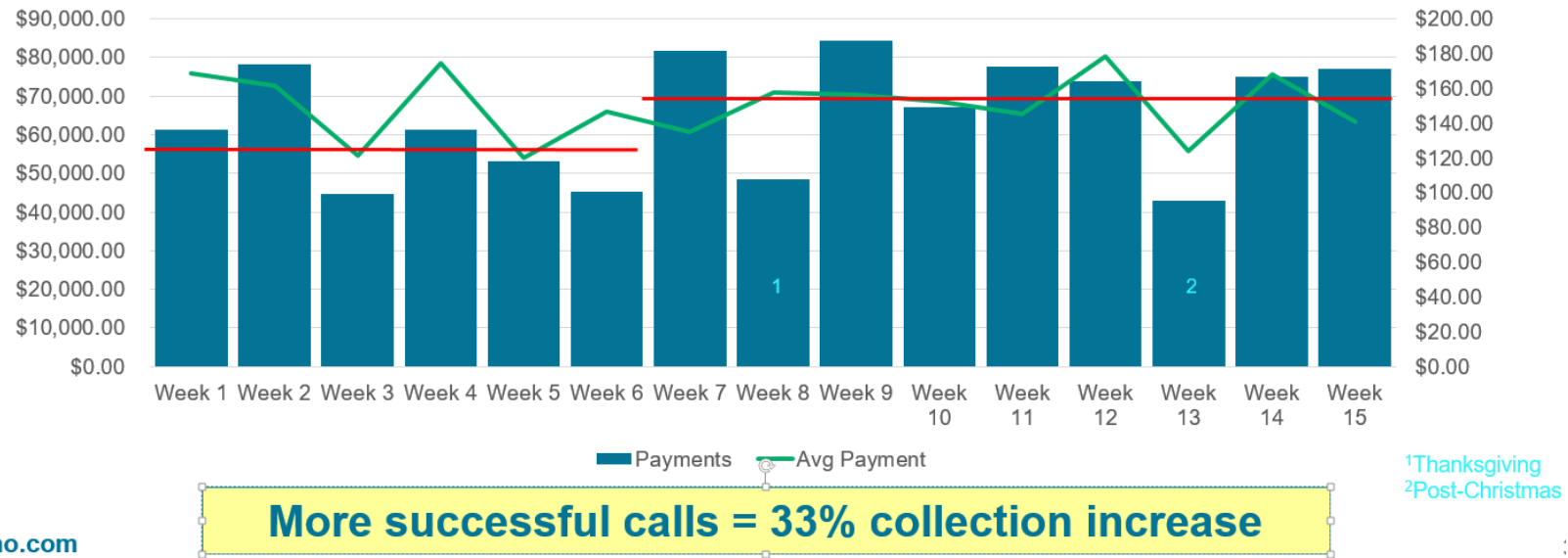
CAMPAIGN REPRIORITIZATION: USE THE DATA YOU HAVE!

DRIVING INBOUND CALLS

11,000 Outbound

7,400 Inbound

Successful (920)

Unsuccessful (580)

Left Message (350)

? (170)

Voicemail (930)

No Answer (8,050)

Successful (3,030)

Unsuccessful (300)

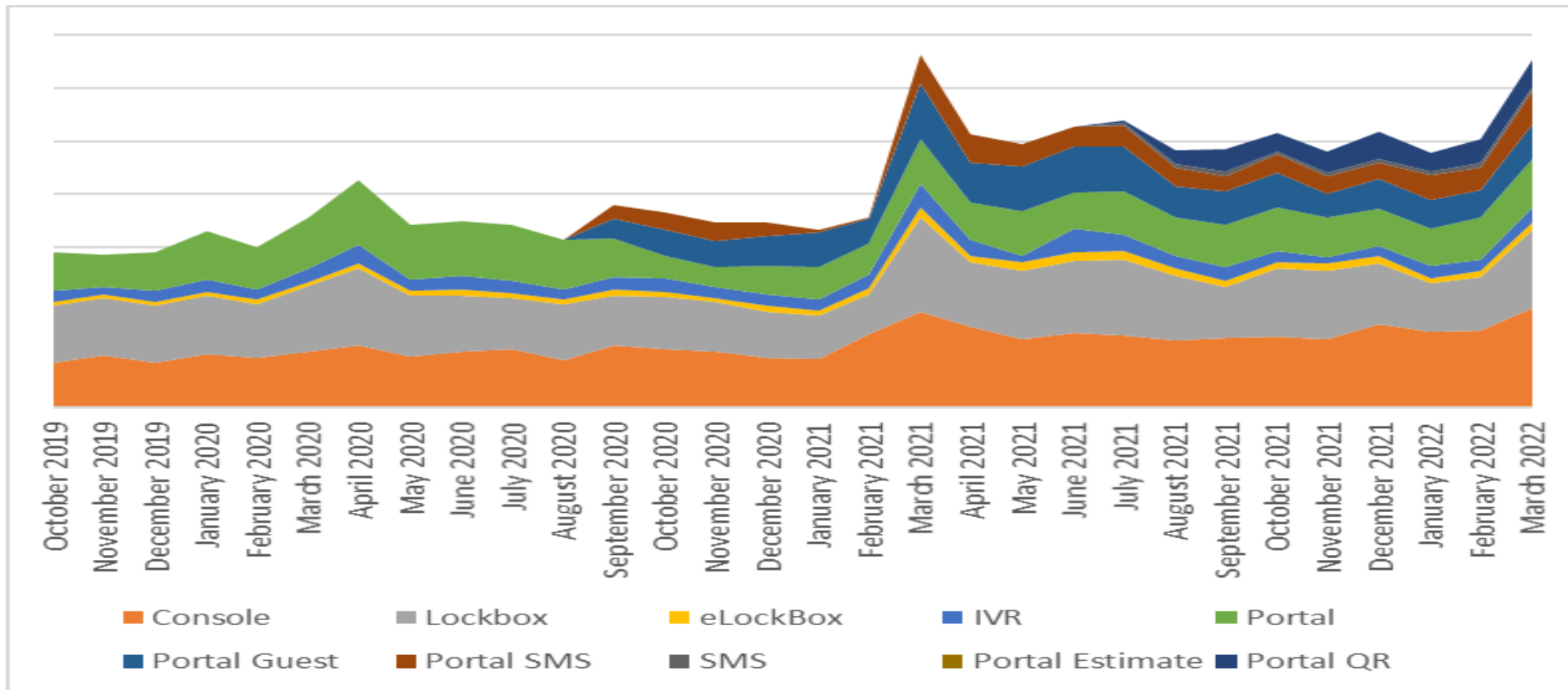Transferred (1,300)

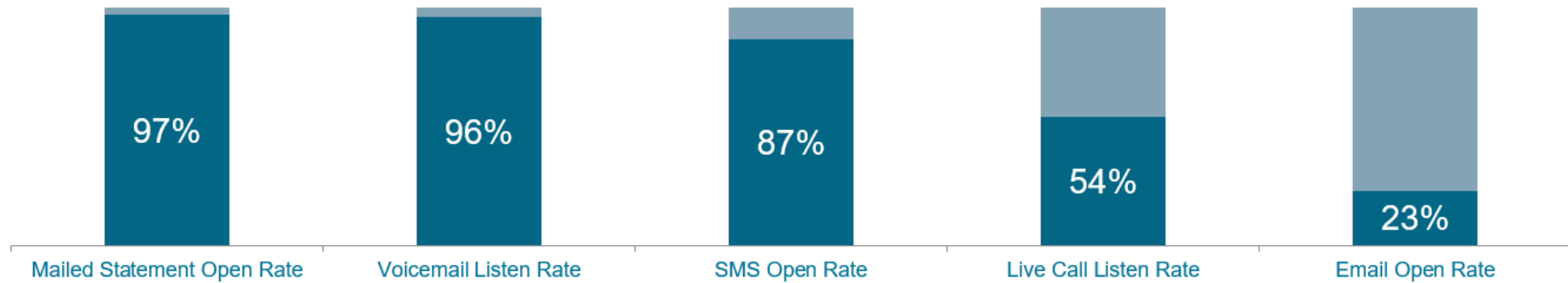Abandoned (550)

Disconnected (1,580)

Other (640)
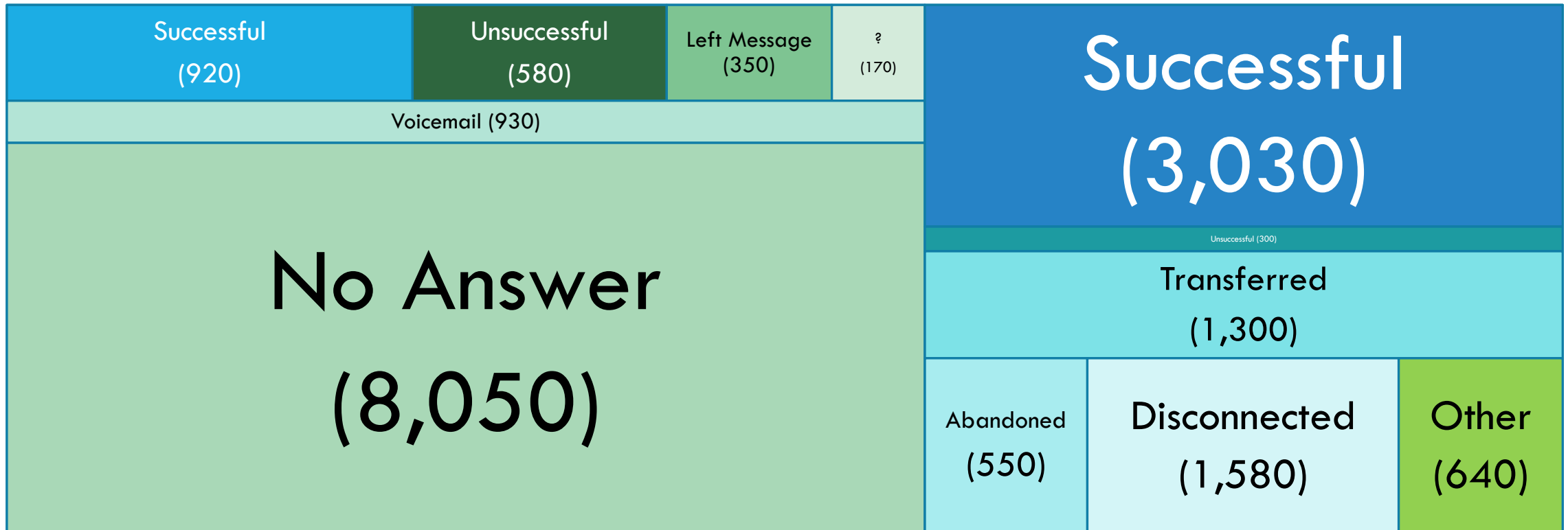
RESULTS!

- ✓ Increased customer satisfaction (Great feedback on surveys!)
- ✓ Increased collections
- ✓ Increased productivity from Customer Service Team (Competition!)
- ✓ Reduced statement costs
- ✓ Reduced expenses from bringing collections in-house

MONTHLY PAYMENTS BY SOURCE

CONNECTION RATE BY CHANNEL

97%	96%	87%	54%	23%
Mailed Statement Open Rate	Voicemail Listen Rate	SMS Open Rate	Live Call Listen Rate	Email Open Rate

THE FUTURE

Upfront estimate collections integration for call center and texting campaigns

Spanish Language Statements and Text Campaigns

POS collections integration

Nonpatient payment interface development

Questions?

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