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# MAXIMIZING THE PATIENT FINANCIAL EXPERIENCE

# 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

In-house collections

Consolidated patient portal

Self service payment plans

Consolidated call center

Minimum 3 to 1 ROI

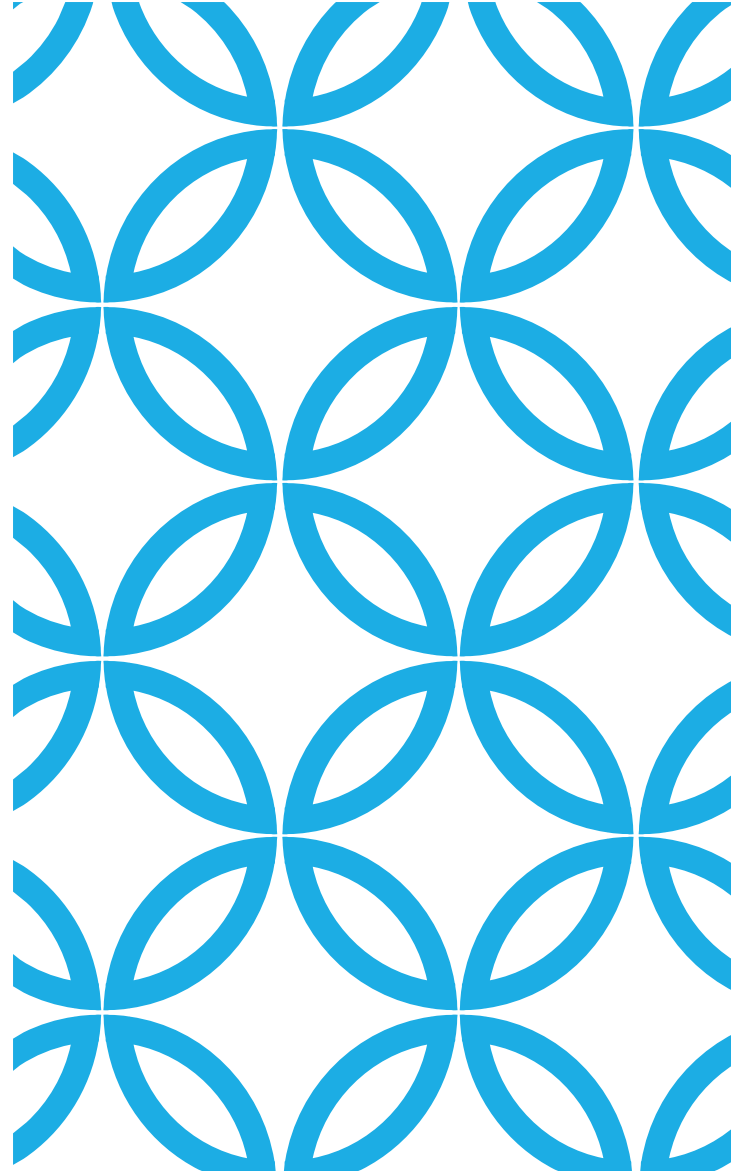
Multiple payment options

Multichannel communications

# THE PARTNER

- Built on Salesforce
- Integrated with 5Nine Call Center
- Customizable





WE'VE COME A  
LONG WAY

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# 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



NOTICE: THIS IS A BILL, YOU OWE THE AMOUNT SHOWN.

Statement Date: 4/27/2022  
Statement ID: 00000-000000-0  
Responsible Party: CHARLES GREEN  
Due Date: **Delinquent**  
Amount Due: \$1,413.07

Page 1 of 3

## REQUEST FOR PAYMENT

### Account Summary

#### Invoice Summary

CHARLES GREEN

Delinquent Account \$1,413.07 **DELINQUENT**

**Your account has invoices at risk of collections!** Some charges will be sent to a collection agency if you do not make payment arrangements immediately. Please pay the balance of past due invoices now or set up a payment plan online or by phone.

Total Amount Due: \$1,413.07 **DELINQUENT**

### Payment and Other Information



#### 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.



#### Your medical bills are available online!

Please visit your payment portal at [paymybill.brgeneral.org](http://paymybill.brgeneral.org). The portal gives you access to view invoices, make flexible payments, and manage your healthcare costs with ease.



#### Create a Payment Plan

We know it is not always possible to pay your medical bills all at once. Log in or contact the Customer Service Department to setup a payment plan.



#### We are here to help!

If you need to speak with a Customer Service Agent, please call or text 225-819-1000, 8:00 a.m. to 4:00 p.m. Monday through Friday, or email us at [customerservice@brgeneral.org](mailto:customerservice@brgeneral.org).

#### Pay with a picture in seconds!

Search Search in the App Store or go to [ppaya.com/brgeneral](http://ppaya.com/brgeneral).







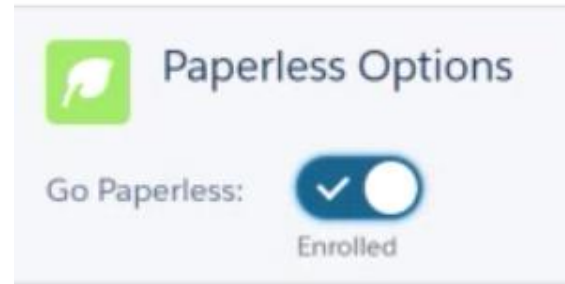
### **Easy ways to pay!**

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

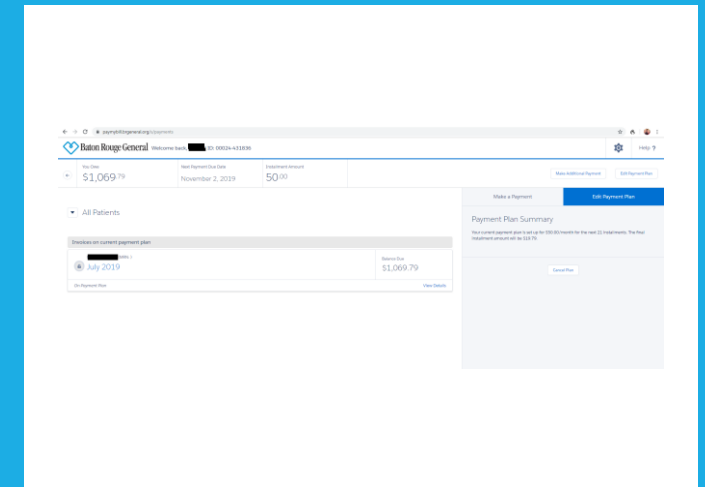
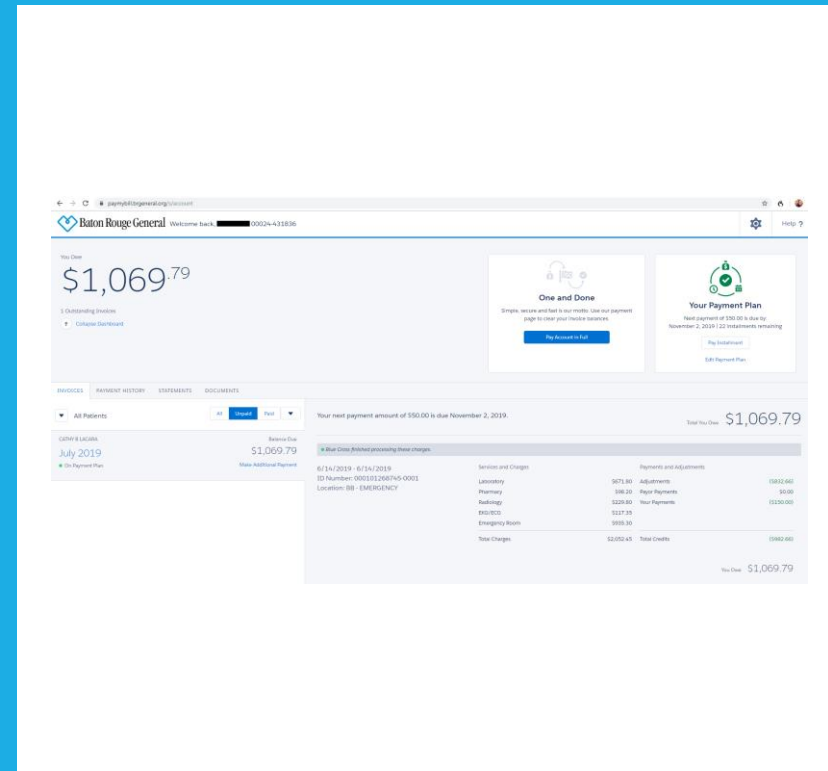
- Guarantors can select the paperless option for statement delivery
- Statements are not mailed to these guarantors, reducing statement costs
- The pdf version of the Statements are available through the portal
- Guarantors are notified of new statements through email campaign



# 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

The screenshot shows the patient financial portal interface. At the top, the user is logged in as 'Baton Rouge General' with a welcome message and ID '00024-432836'. The main balance is displayed as '\$1,069.79'. Below the balance, there are two action cards: 'One and Done' with a 'Pay Amount in Full' button, and 'Your Payment Plan' with a 'Pay Installment' button. A navigation menu includes 'INVOICES', 'PAYMENT HISTORY', 'STATEMENTS', and 'DOCUMENTS'. The 'My Payments' section contains a table with the following data:

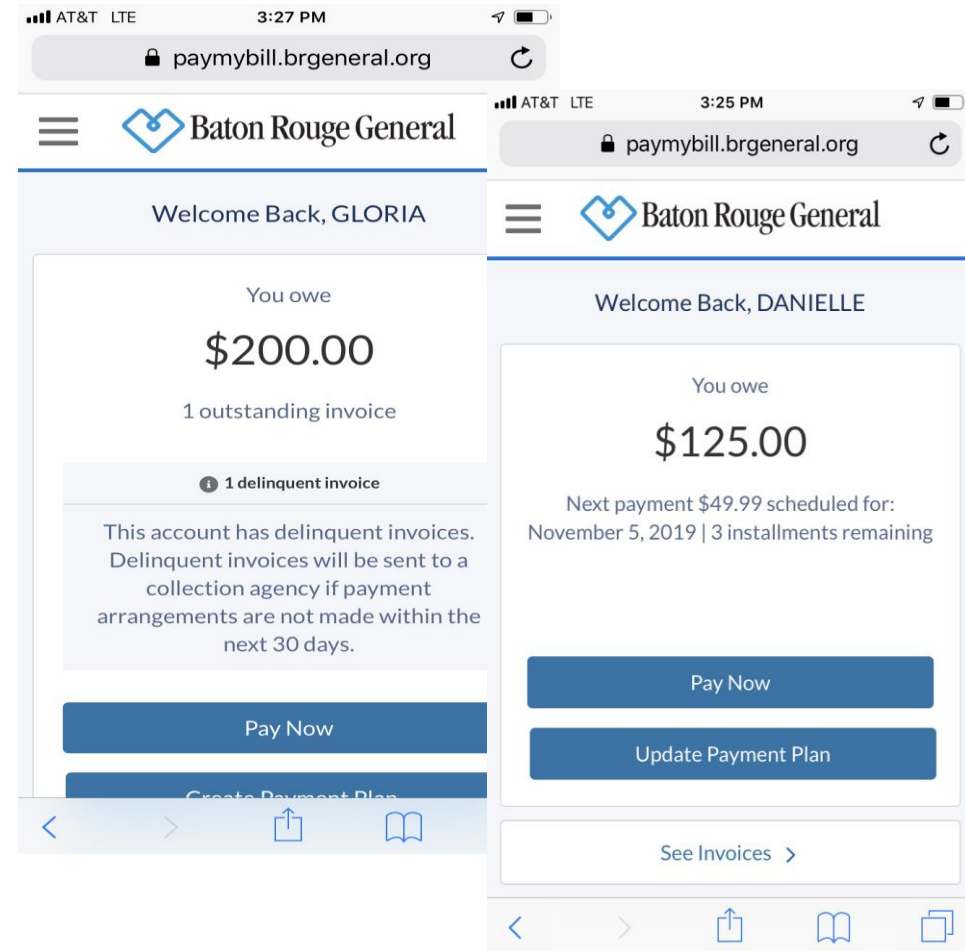
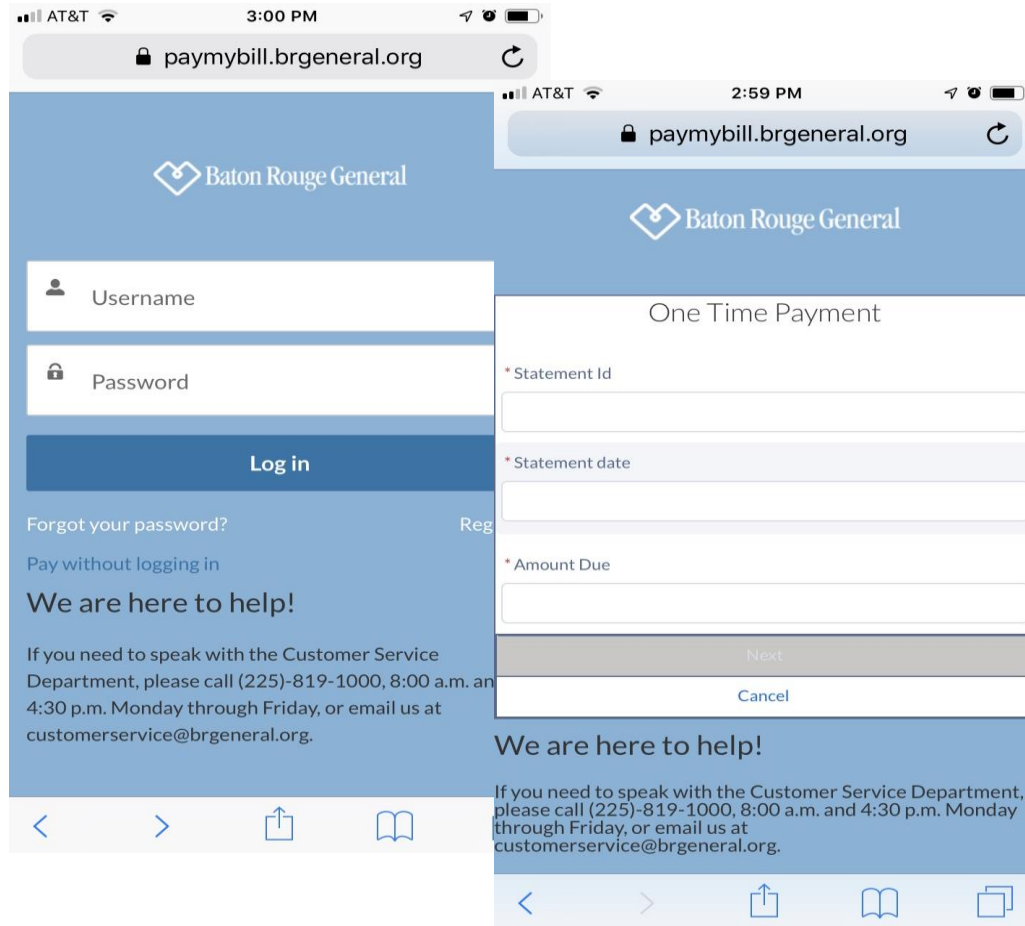
PAYMENT DATE	DESCRIPTION	TRANSACTION NUMBER	RECEIPT	AMOUNT PAID
10/13/2019	VISA 7925 - 05/2020	PMT000610361		\$50.00
9/20/2019	VISA 7925 - 09/2020	PMT000610346		\$50.00
8/23/2019	VISA 7925 - 05/2020	PMT000610324		\$50.00

This area is a placeholder for a screenshot of the 'View Your Documents' section of the patient financial portal. The content is currently obscured by a grey rectangle.



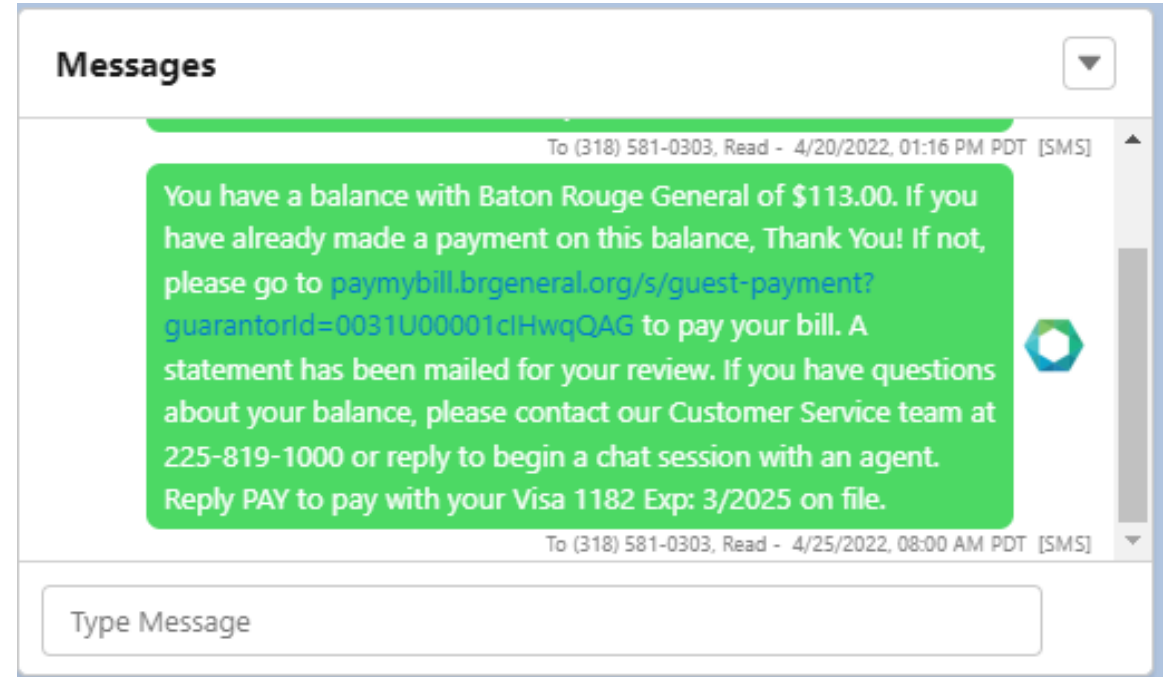
The screenshot shows the 'View Your Documents' section of the patient financial portal. It displays a list of documents with columns for 'NAME', 'DESCRIPTION', 'DATE', and 'STATUS'. Each document entry includes a red receipt icon and a 'View' button. The list contains several entries, all with a status of 'Viewed'.

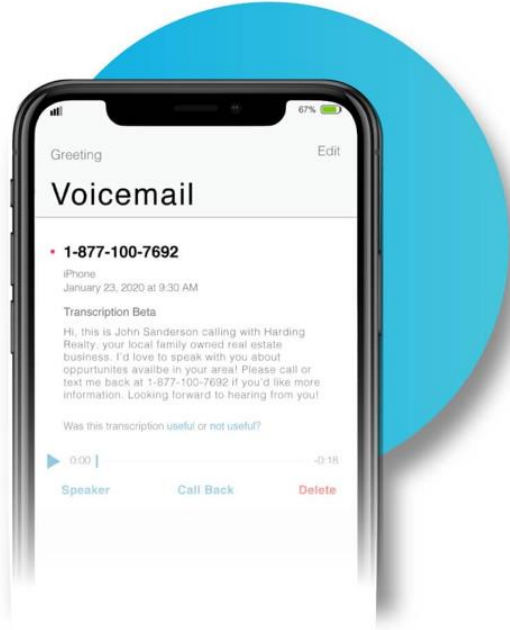
# MOBILE FRIENDLY PAYMENT PORTAL



# 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





- 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

**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:

**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: \$1,029.00

000101306848-0001 DOS: 9/15/2019 - 9/18/2019  
 Patient:  
 Substatus: On Payment Plan  
 Balance: \$1,384.53

**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

### Take Payment

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

**Credit Card**

\*Year  \*CVV

## 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

NEW FINANCIAL CALL CENTER



+ Follow    Log In as Portal User

\$1,677.13  
\$0.00  
\$0.00  
\$0.00  
\$1,677.13  
\$0.00

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**\$1,677.13**

**Balances**

Invoiced	\$1,677.13
Due	\$0.00
Overdue	\$0.00
Delinquent	\$0.00
Payment Plan	\$1,677.13
Pre-Invoiced	\$0.00
<b>Total</b>	<b>\$1,677.13</b>

**Payment Plan**

Plan Type: Manual  
 Remaining Balance: \$1,677.13  
 Installment Amount: \$100.00  
 Remaining Installments: 17  
 Status: Past Due  
 Next Payment Date: November 14, 2019  
 Amount Due: \$100.00

**Cases (3+)**

<a href="#">00022011</a> Case Record T...: Overdue Account Status: Closed Priority: Medium	<a href="#">00033186</a> Case Record T...: Payment Status: Closed Priority: Medium
<a href="#">00034041</a> Case Record T...: Overdue Account Status: Closed Priority: Medium	

[View All](#)

**Charge Groups (Guarantor) (3)**

<a href="#">000101312470-0001</a> DOS: 10/3/2019 - 10/3/2019 Patient: [REDACTED] Substatus: Claim Processing Balance: \$1,029.06	<a href="#">000101243926-0001</a> DOS: 4/14/2019 - 4/14/2019 Patient: [REDACTED] Substatus: On Payment Plan Balance: \$292.60
<a href="#">000101306848-0001</a> DOS: 9/15/2019 - 9/18/2019 Patient: [REDACTED] Substatus: On Payment Plan Balance: \$1,384.53	

[View All](#)

**Payments (3+)**

<a href="#">Blue Cross Payment - 10/10/2019</a> Deposit Date: 10/10/2019 Amount: \$5,138.12 Description: BLUE CROSS PAYMENT	<a href="#">CREDIT - MASTERCARD 4083 - 10/3/2019</a> Deposit Date: 10/3/2019 Amount: \$100.00 Description: CREDIT - MASTERCARD 4083
<a href="#">CHECK - 2100002976 - 9/9/2019</a>	

## 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

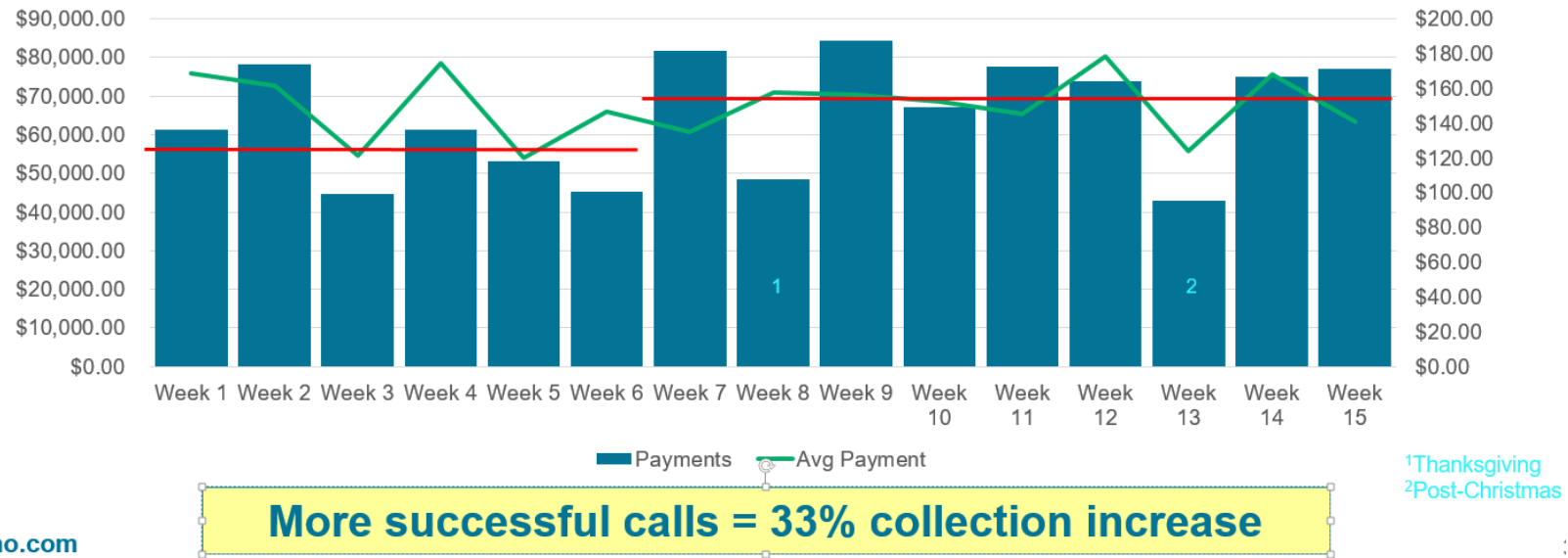
[REDACTED]		Mailing Address	[REDACTED] BATON ROUGE, LA 70806 US
12/26/1968		Email	
50		Home Phone	[REDACTED]
F		Mobile	[REDACTED]
[REDACTED]		Other Phone	
05353813		Do Not Call	<input type="checkbox"/>
00036-368450		PAS Ids	ECW:242614 PARAGON:498840
498840			
<b>ation</b>			
On Payment Plan		Is Held	<input type="checkbox"/>
24			
823.00		Patient Satisfaction	
117.21			
<a href="#">Baton Rouge General</a>			



## 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

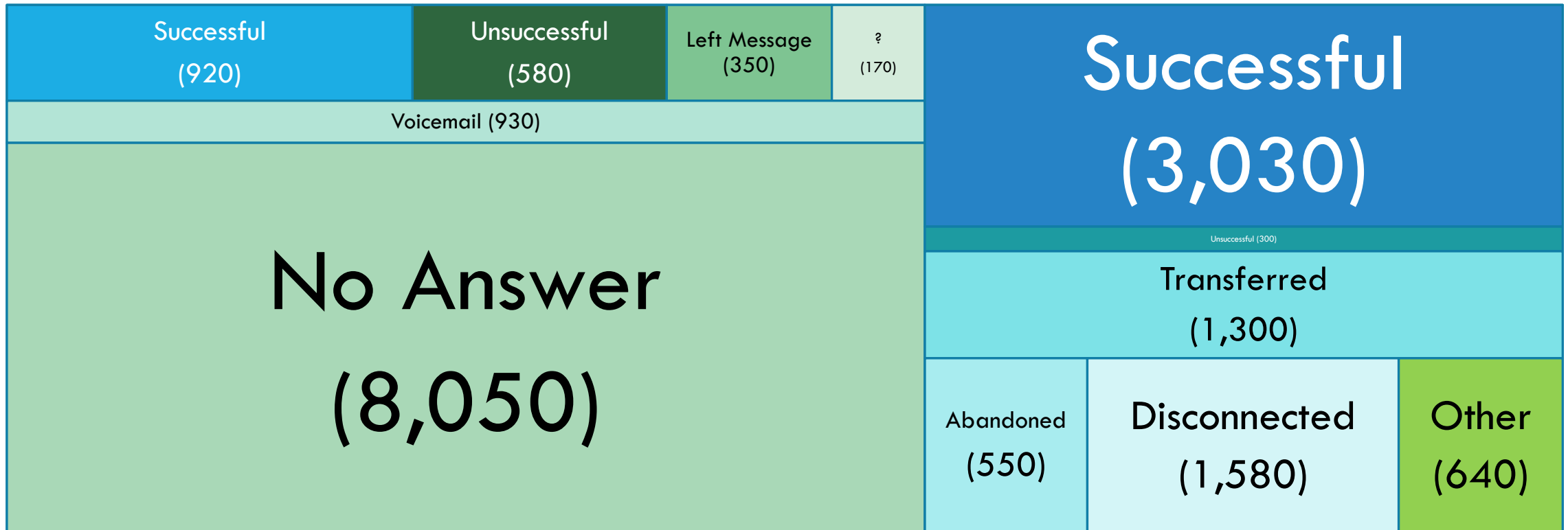


CAMPAIGN  
 REPRIORITIZATION: USE  
 THE DATA YOU HAVE!

# DRIVING INBOUND CALLS

11,000 Outbound

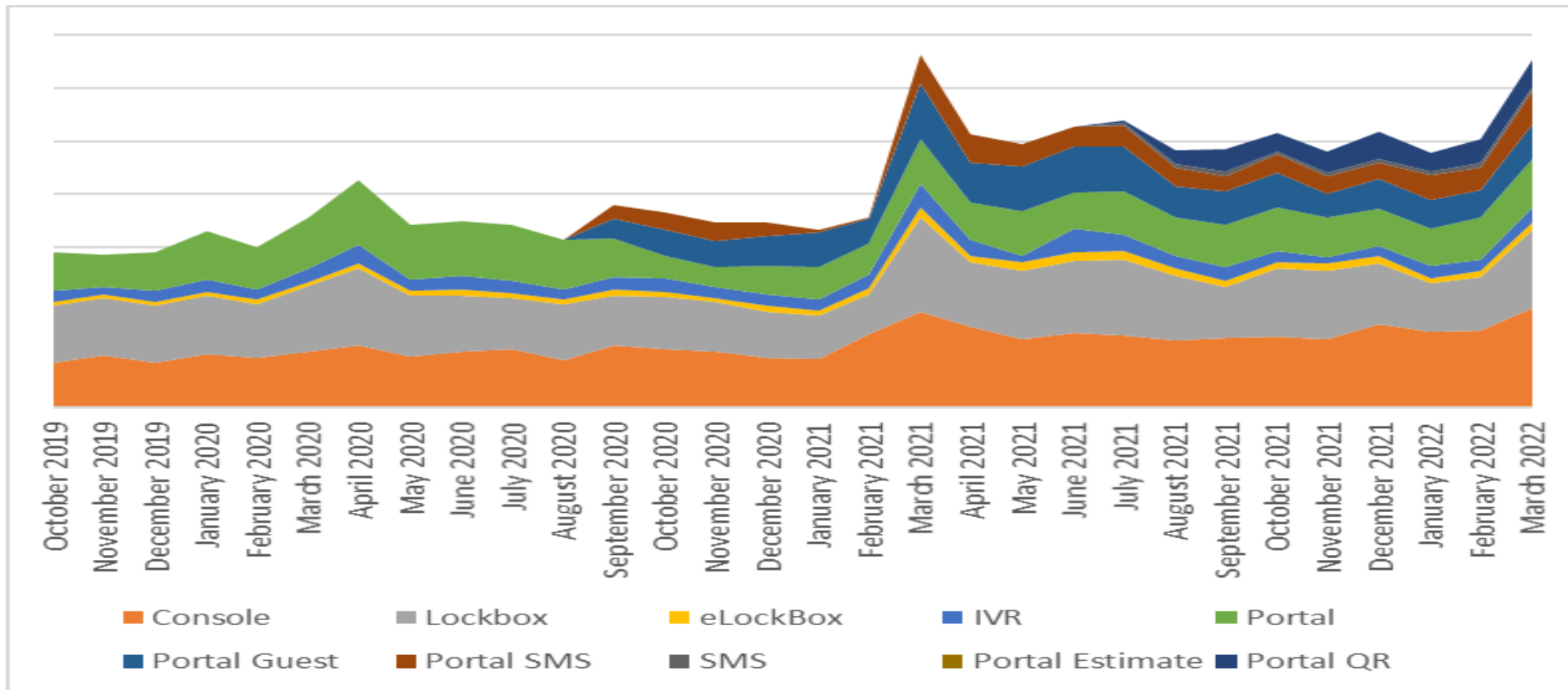
7,400 Inbound



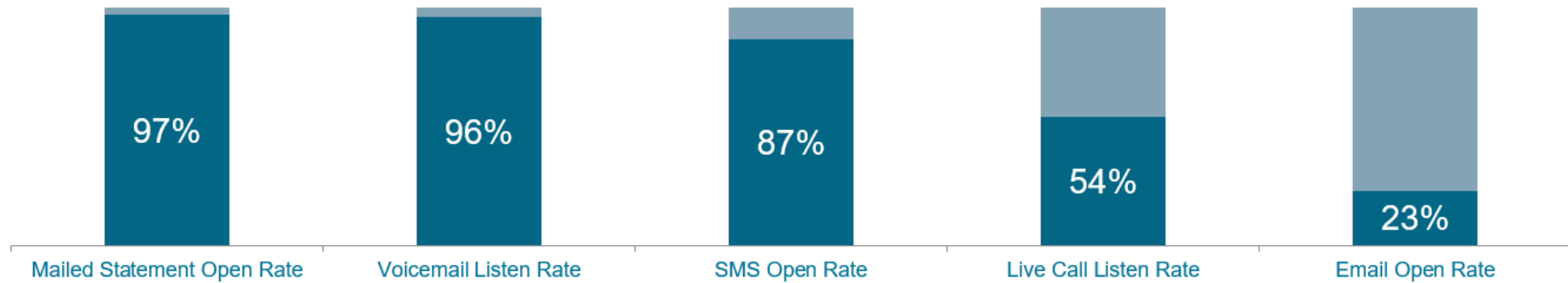
# RESULTS!

- ✓ 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



# 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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