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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



THE REQUIREMENTS

Consolidated statements In-house collections

Consolidated patient portal Self service payment plans

Consolidated call center Minimum 3 to 1 ROI

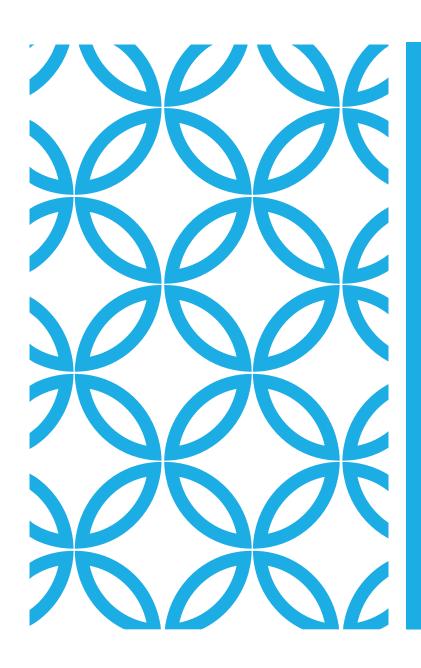
Multiple payment options Multichannel communications

THE PARTNER

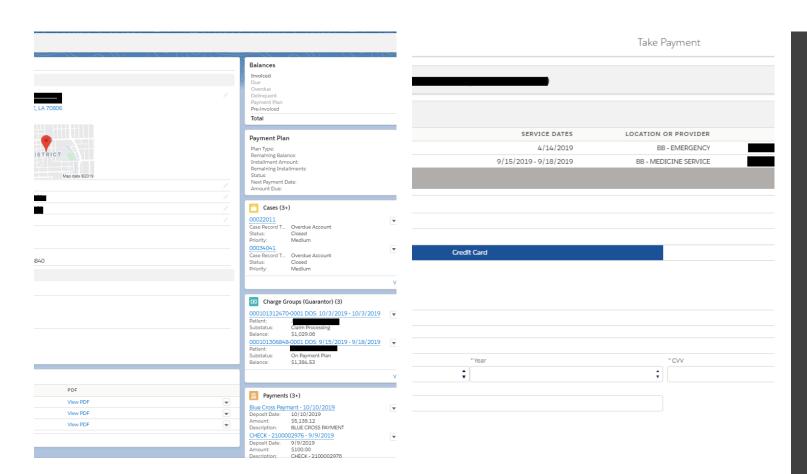
- Built on Salesforce
- Integrated with Five9 Call Center
- Customizable







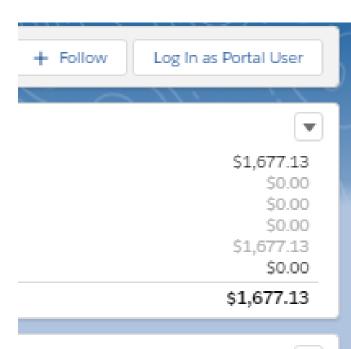
WE'VE COME A LONG WAY



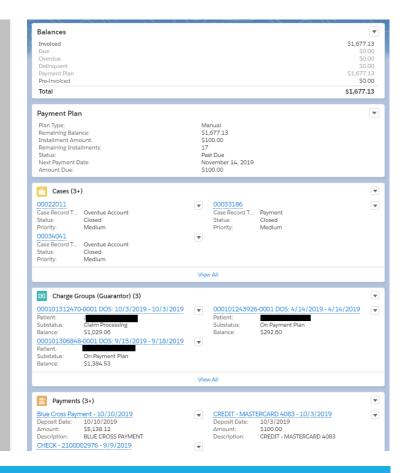
Patient Centric Service

- 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



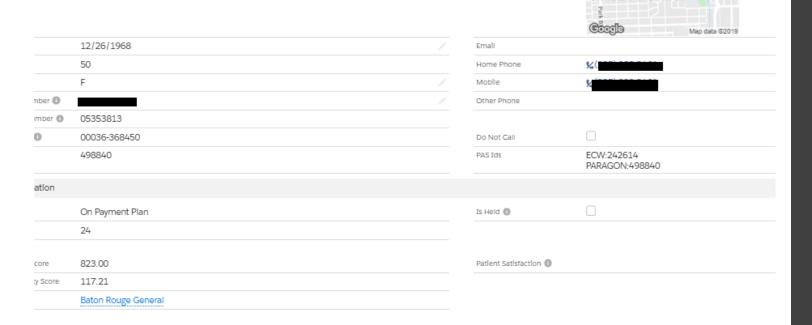
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NEW FINANCIAL CALL CENTER

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



Actionable Data

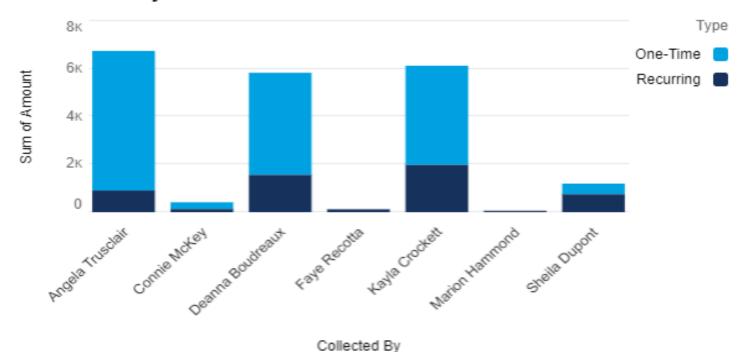
- Utilizes Propensity to Pay Scoring to prioritize collections efforts to guarantors most likely to pay
- Presumptive Charity Score for Charity Care workflow
- Bad Debt process simplified through more accurate reporting on qualifying accounts
- Real-time productivity monitoring
- Measure and correlate Patient Satisfaction with Revenue Cycle changes

NEW FINANCIAL CALL CENTER

Maliling Address

HEALTHY COMPETITION

This Week's Payments





REPRIORITIZATION: USE THE DATA YOU HAVE!

DRIVING INBOUND CALLS

11,000 Outbound 7,400 Inbound Successful Unsuccessful Left Message Successful (350)(920)(580)(170)Voicemail (930) (3,030)No Answer **Transferred** (1,300)(8,050)Disconnected Other **Abandoned** (550)(1,580)(640)

CONSOLIDATED STATEMENTS

Consolidates quarantor 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 quarantor 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.

Page 1 of 3

4/27/2022 Statement Date: 00000-000000-0 Statement ID: Responsible Party: CHARLES GREEN

Due Date: Delinquent

Amount Due: \$1,413.07

REQUEST FOR PAYMENT

Account Summary

Invoice Summary CHARLES GREEN

Delinguent Account

\$1,413.07 **DELINOUENT**

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

\$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. The portal gives you access to view invoices, make flexible payments, and manage your healthcare costs with ease.

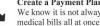












We know it is not always possible to pay your medical bills all at once. Log in or contact the Customer Service Department to setup a payment



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.

Pay with a picture in seconds!



Search Search in the App Store or go to ppaya.com/brgeneral.





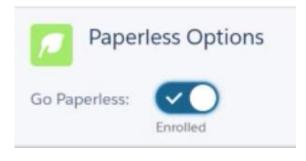


Easy ways to pay!

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.

PATIENT PREFERENCE FOR STATEMENT DELIVERY

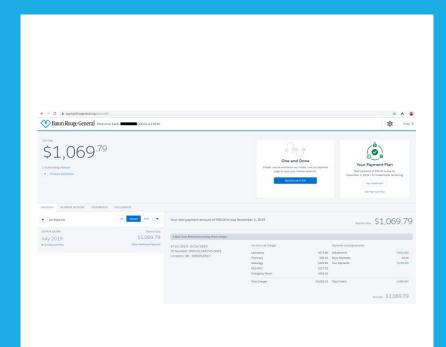
- Guarantors can select the paperless option for statement delivery
- Statements are not mailed to these guarantors, reducing statement costs
- The pdf version of the Statements are available through the portal
- Guarantors are notified of new statements through email campaign

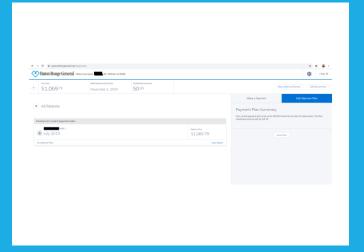


PATIENT FINANCIAL PORTAL

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

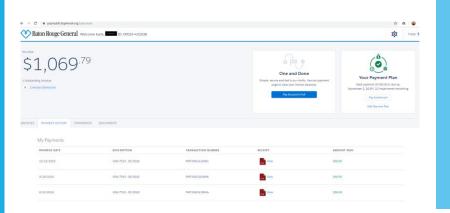
View previous payments and print receipts

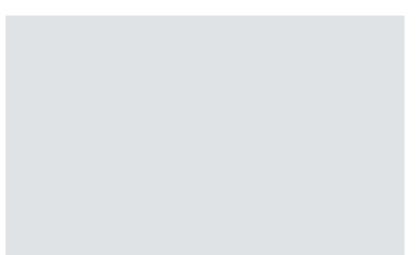
View previous statements

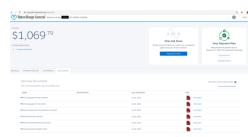
Receive alerts and notifications on activities

Update payment plan information

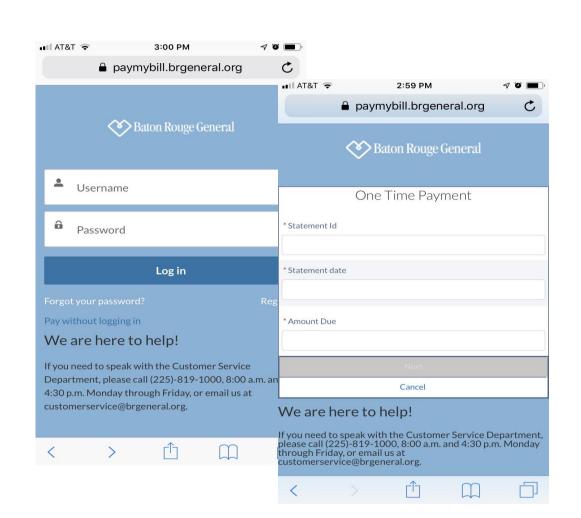
Access important Revenue Cycle Documents

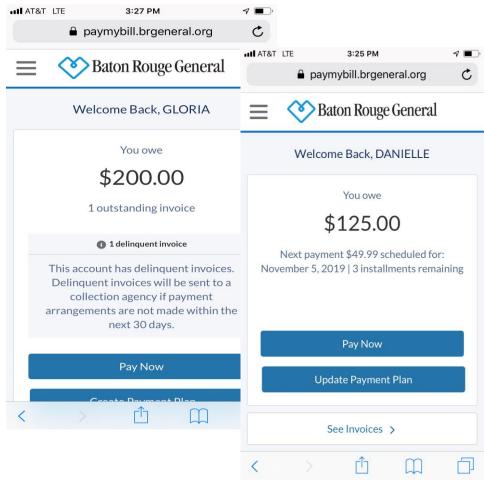






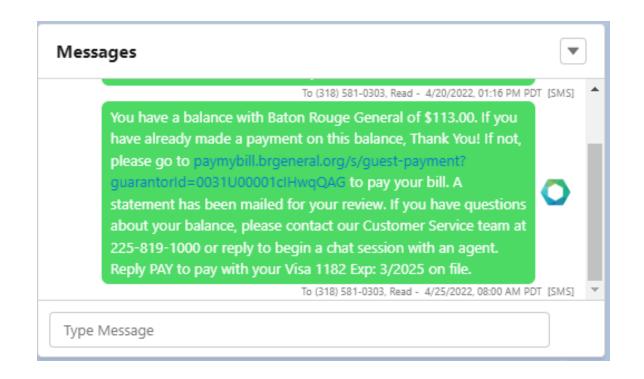
MOBILE FRIENDLY PAYMENT PORTAL





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



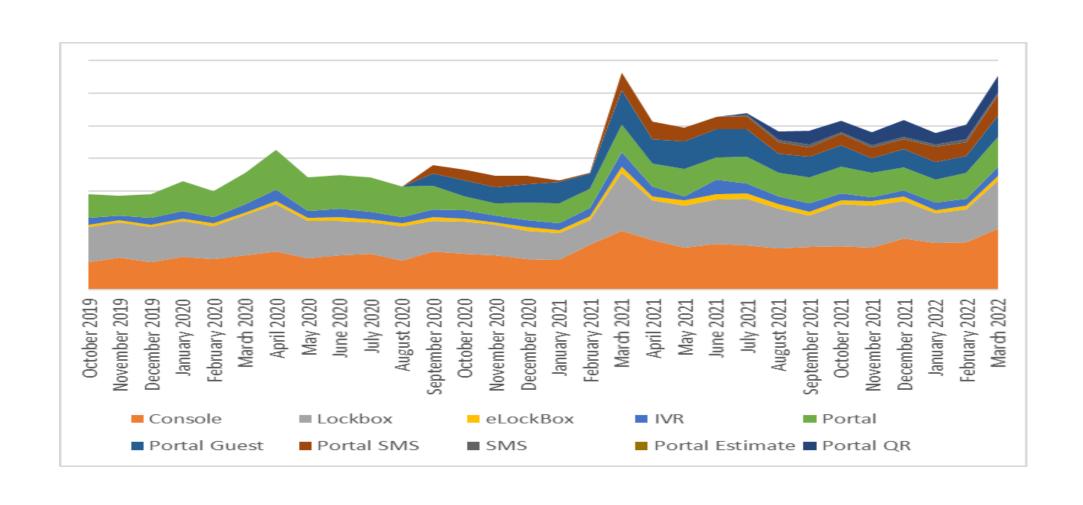


- Delivers a pre-recorded voicemail without placing a call
- · Voicemail is transcribed and has caller Id
- · Guarantor listens and reads at their convenience
- No waiting for an agent to be available
- 30%+ call-back rate

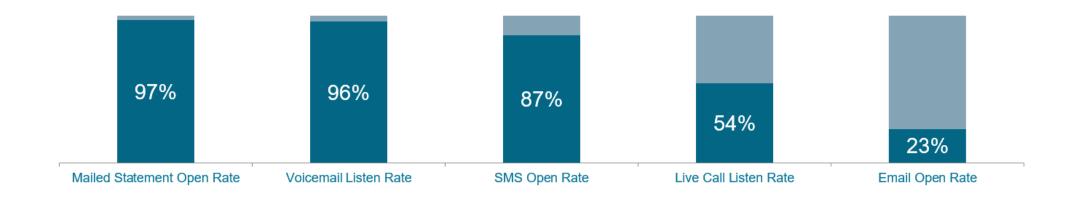
RESULTS!

- ✓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

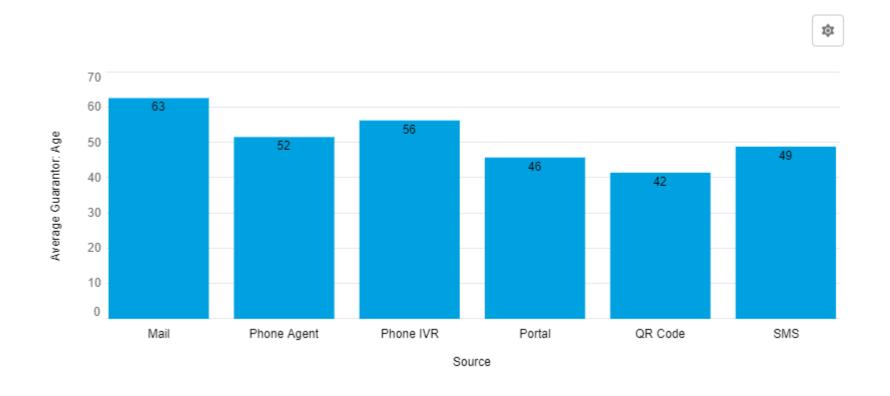
MONTHLY PAYMENTS BY SOURCE



CONNECTION RATE BY CHANNEL



PAYMENT CHANNEL BY AGE



THE FUTURE

Upfront estimate integration for call center and texting campaigns

Spanish Language build out

POS collections integration

ESTIMATE INTEGRATION

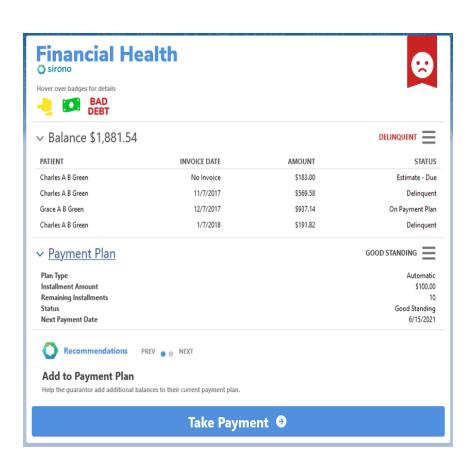
- Bring Patient Access and PFS together for an end-to-end customer service experience
- Address No Surprise Billing Legislation
- Use ALL existing backend collection channels (text, phone, email, ringless voicemail, chat) to reach our patients about balances due prior to their visits

DIVERSITY PILLAR

- Spanish language statements to patients with Spanish as a primary language
- Spanish texts to patients with Spanish as a primary language
- Spanish added to phone tree and IVR
- Interpreter auto included on inbound agent calls when Spanish is selected in the phone tree
- Other languages to be added as population demands

POS COLLECTION INTEGRATION

- All patient payments will be in the same system, with the benefit of auto posting and streamlined reconciliation
- Registration/check-in staff able to see balances across the organization, not just Paragon or eCW, and for the whole family
- Extends Customer Service department into the front office



Questions?

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