hfma
massachusetts-rhode island chapter

26th Annual Revenue Cycle Conference

From Kickoff to Cashflow: Building a Winning Revenue Cycle

HOW LEHIGH VALLEY HEALTH NETWORK AND OTHERS ARE INCREASING REVENUE WHILE ADDRESSING PATIENT AFFORDABILITY

Presenter: John Fistner

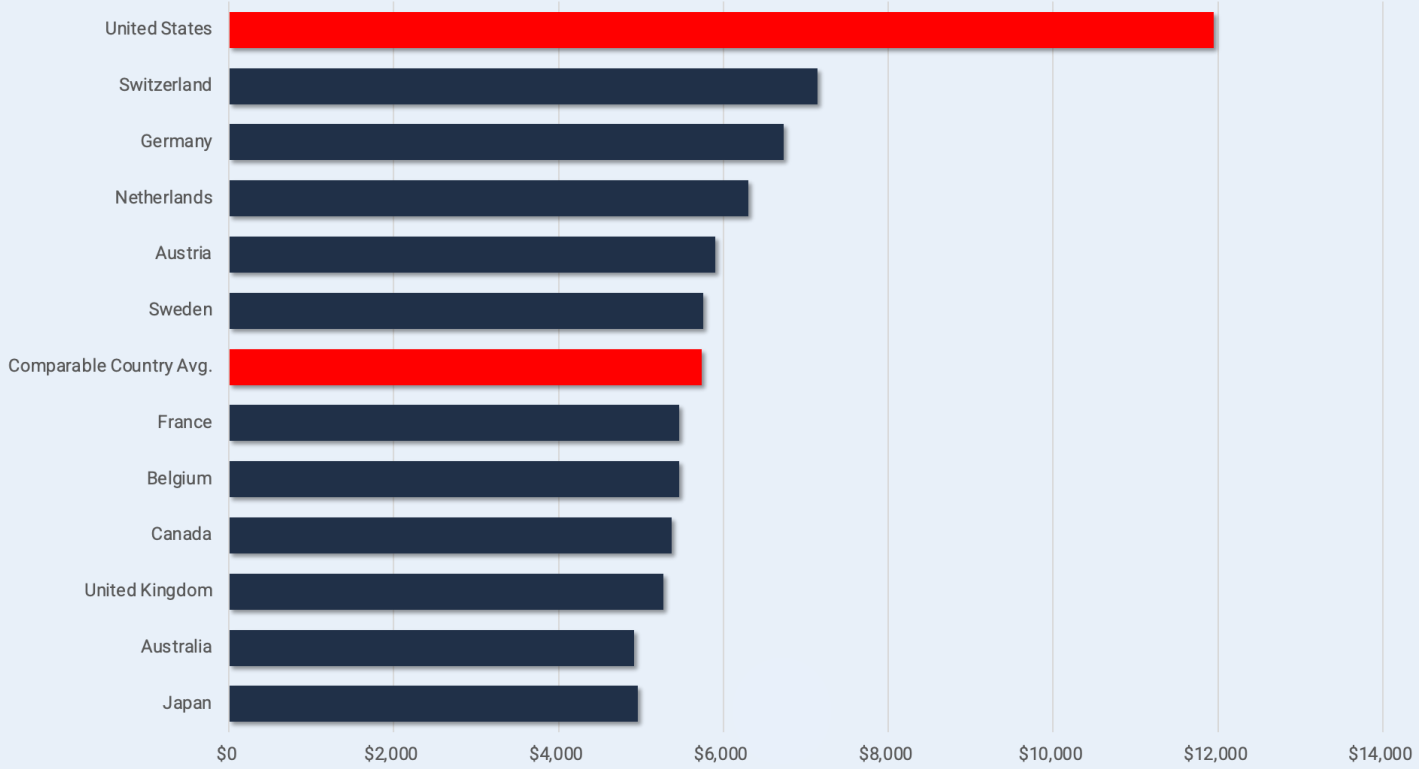
Date: 1/30/2025

JOHN FISTNER – Founder and CEO

ABLEPAY

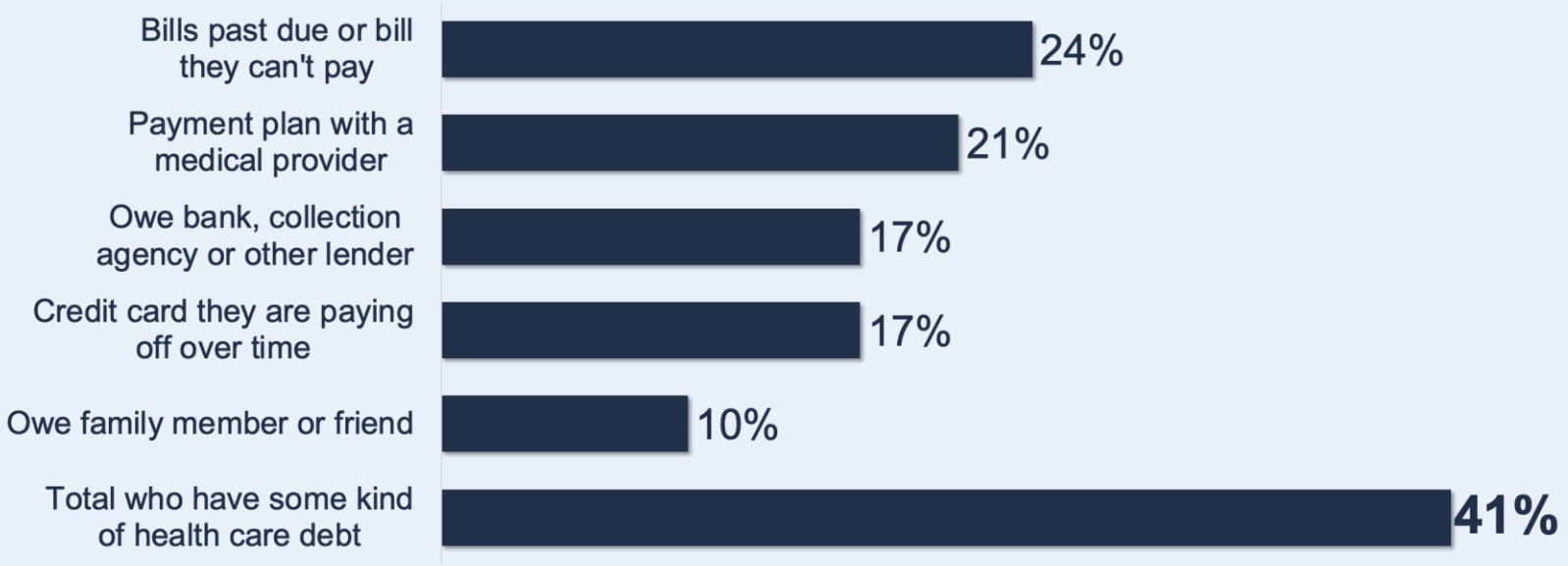
- Former Health System CFO and COO
- Founder JDR - 2012
- Founder AblePay - 2016

Healthcare in the U.S. is expensive

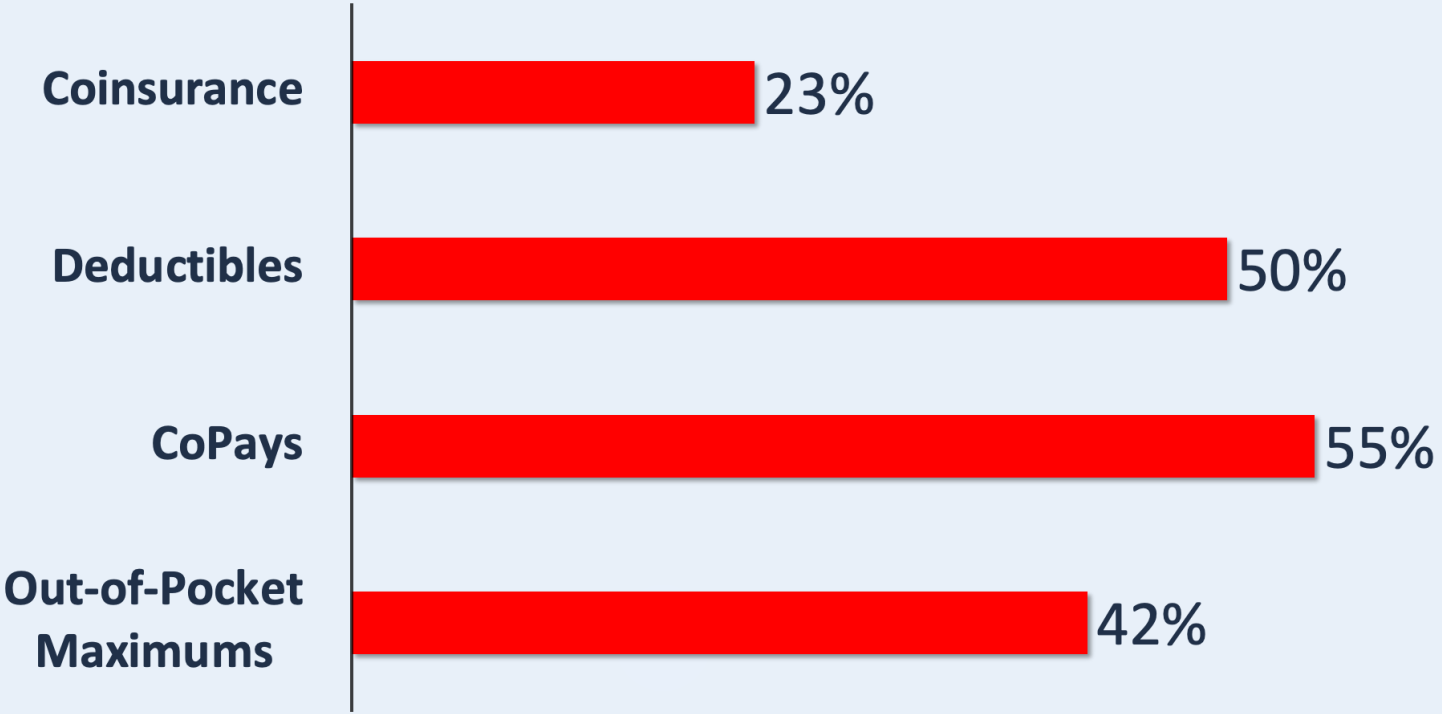


Healthcare affordability affects all household incomes

41% of Americans currently have medical debt



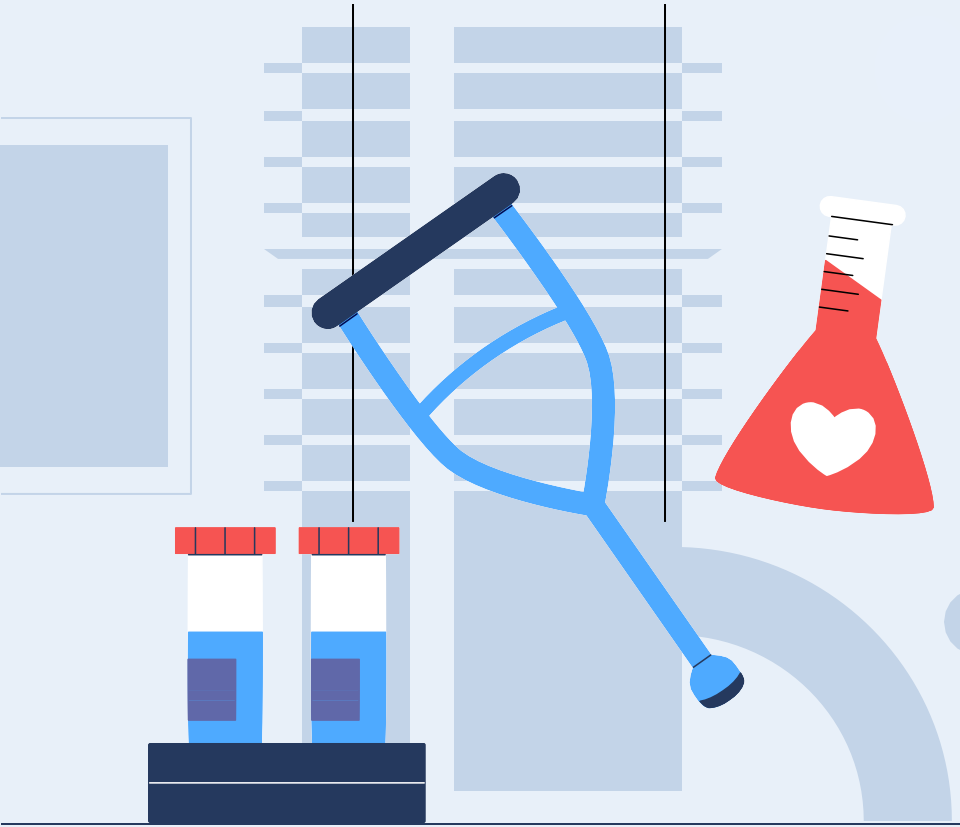
Health Insurance Literacy Compounds them Problem



Root Cause of Declining Patient Payments is Affordability

- The cost of medical care is increasing faster than patients' ability to pay
- Medical debt is the leading cause of bankruptcy - 4 out of 10 consumers
- Patients avoiding medical care because it is unaffordable
- The process of paying is often difficult relative to other consumer buying experiences

CHALLENGES



- Patient out-of-pocket rising
- Delay and default of payments
- Collection percentage dropping
- Lack of patient understanding
- Patient affordability
- Market solutions weren’t solving my problem

SOLUTION

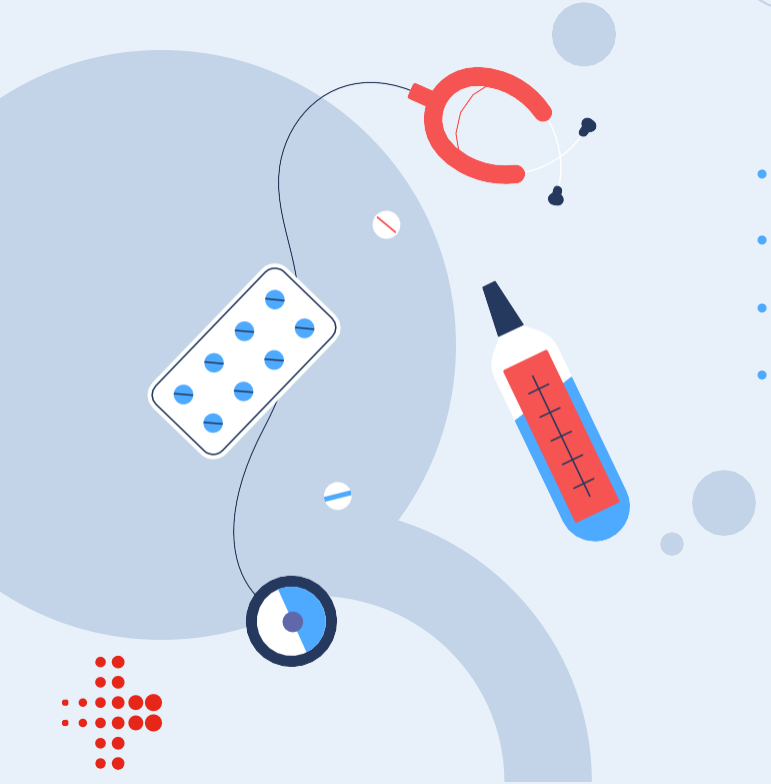
FOR PATIENTS

- Provide savings – up to 13%
- No Interest – EVER!
- No cost to patient
- Access to care more affordable
- Flexible payment terms
- Team of advocates
- Accept everyone
- No credit check or lines of credit
- Member facing convenient portal

FOR PROVIDERS

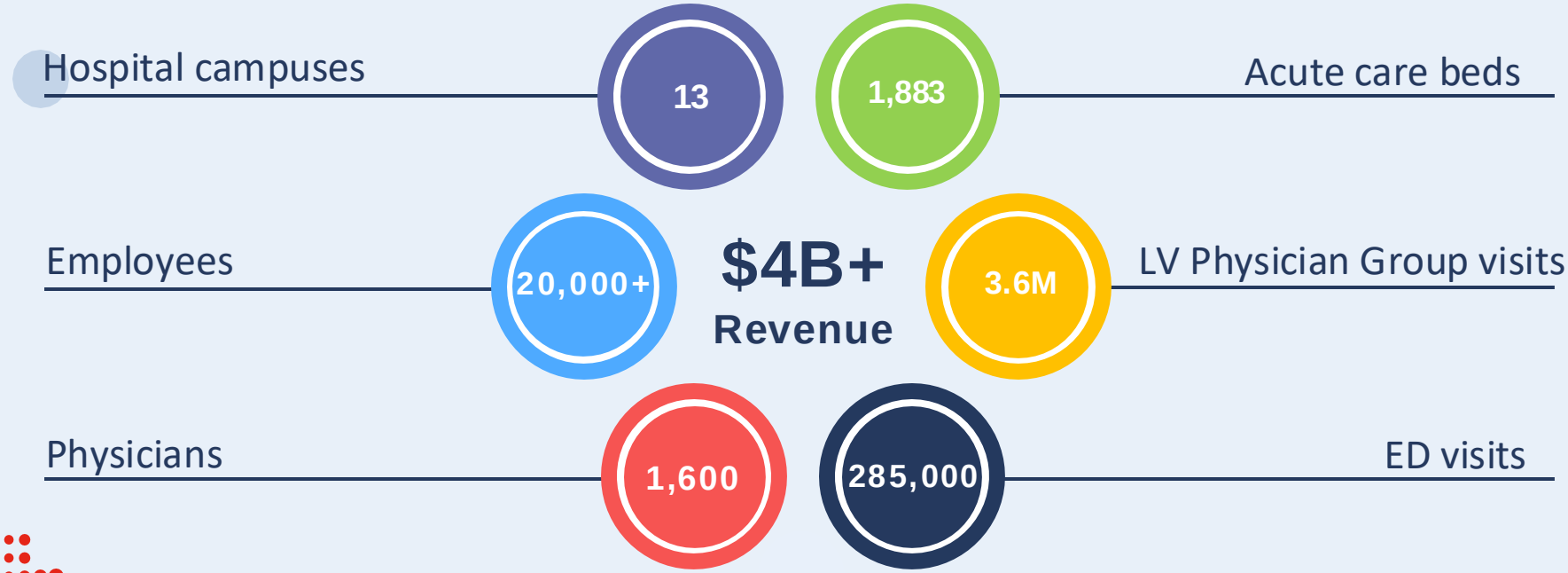
- Dramatically increase revenue
- Collection cost removed
- Non-recourse
- Patients avoiding care due to cost
- Reduction in days to collect
- Easy implementation
- No change to current workflows/vendors
- No tech resources needed
- Improve patient experience

HOW IT WORKS



- AblePay contracts with Provider
- Provider offers AblePay directly to their patients
- Patients become AblePay Members
- Provider Bills AblePay, AblePay Pays Provider, Members Pays AblePay

Snapshot: Lehigh Valley Health Network



A BIG NO FOR ABLEPAY

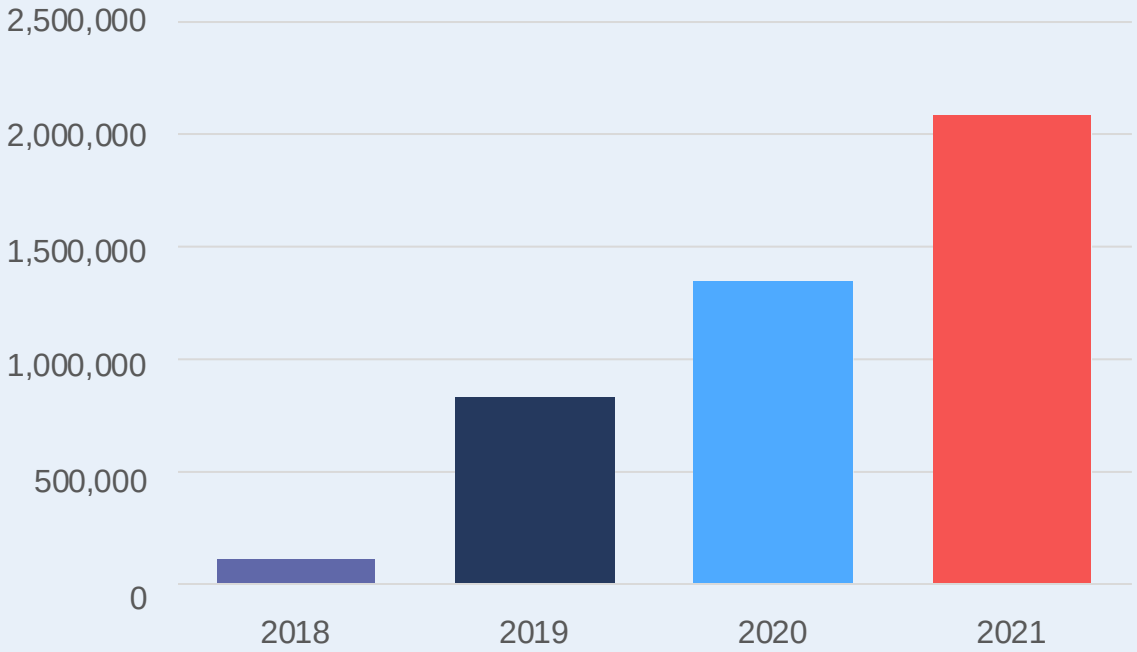
WHY?

- Focused on Point of Service cash collection
- Assumed AblePay would only collect money from paying patients
- Doubted that could improve overall collections
- Doubted ease of implementation
- Concerned about additional resources to implement and manage program

THE COMEBACK

- Patient collection still a problem – expanding
- Negotiated our rate to remove Point of Service collections
- Guaranteed improvement in collection rate
- Felt more comfortable with implementation and ease of lift
- AblePay grew local membership dramatically
- Major competitor contracted

FOUR YEAR RUN – EMPLOYER MODEL

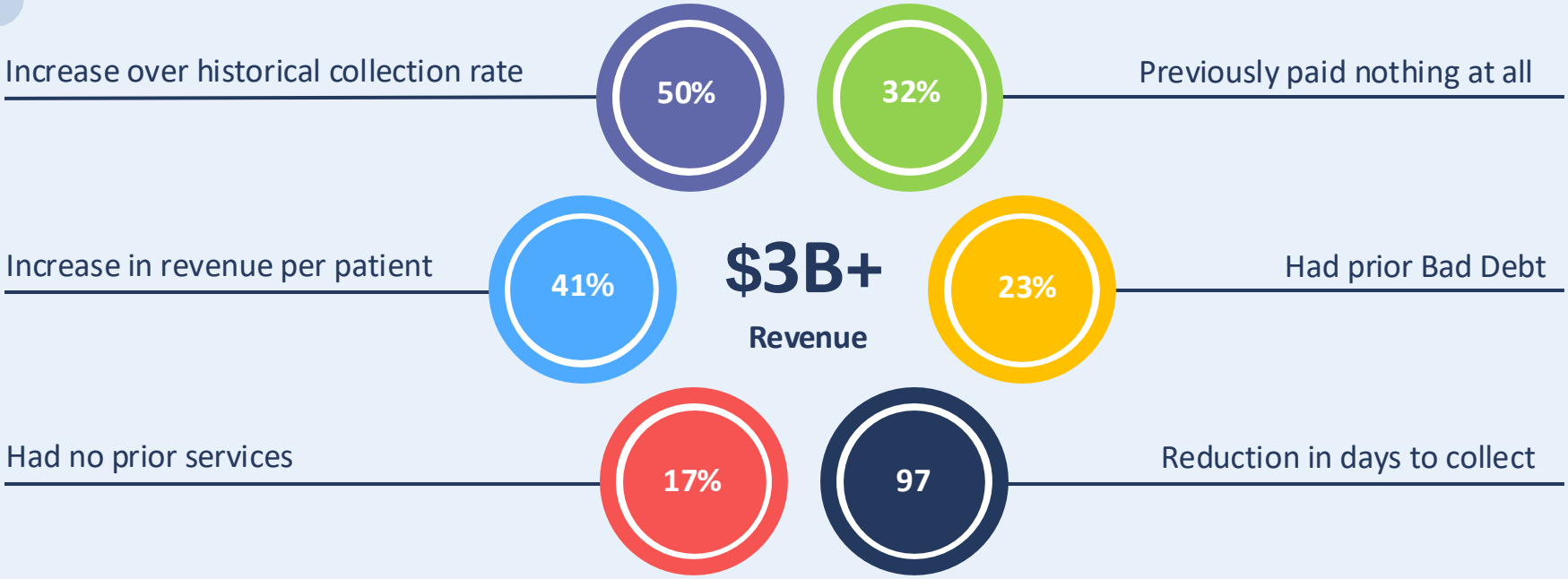


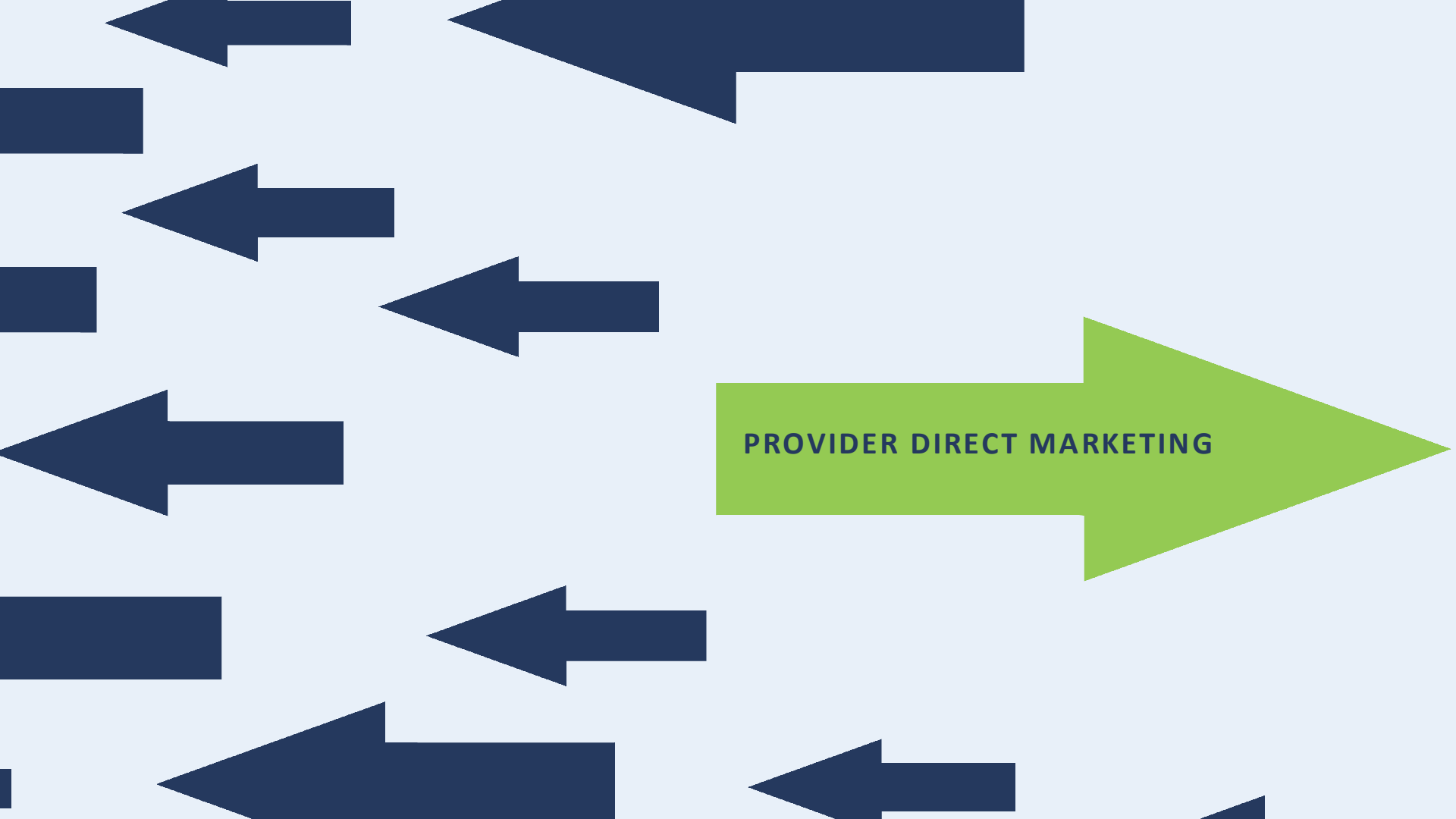
LVHN SOLUTIONS 2018 - 2022

- Implemented PatientCo to store credit cards with PCI compliance and add texting capabilities
- Piloted CareCredit but discontinued the program due to workflows and limited volumes
- Rolled out AblePay

FIRST CASE STUDY COMPLETED

*** 4-year lookback on prior payment behavior**




PROVIDER DIRECT MARKETING

ABLEPAY SAMPLE PARTNERS

HOSPITAL ASSOCIATION PARTNERS

#482

2022/2023/2024

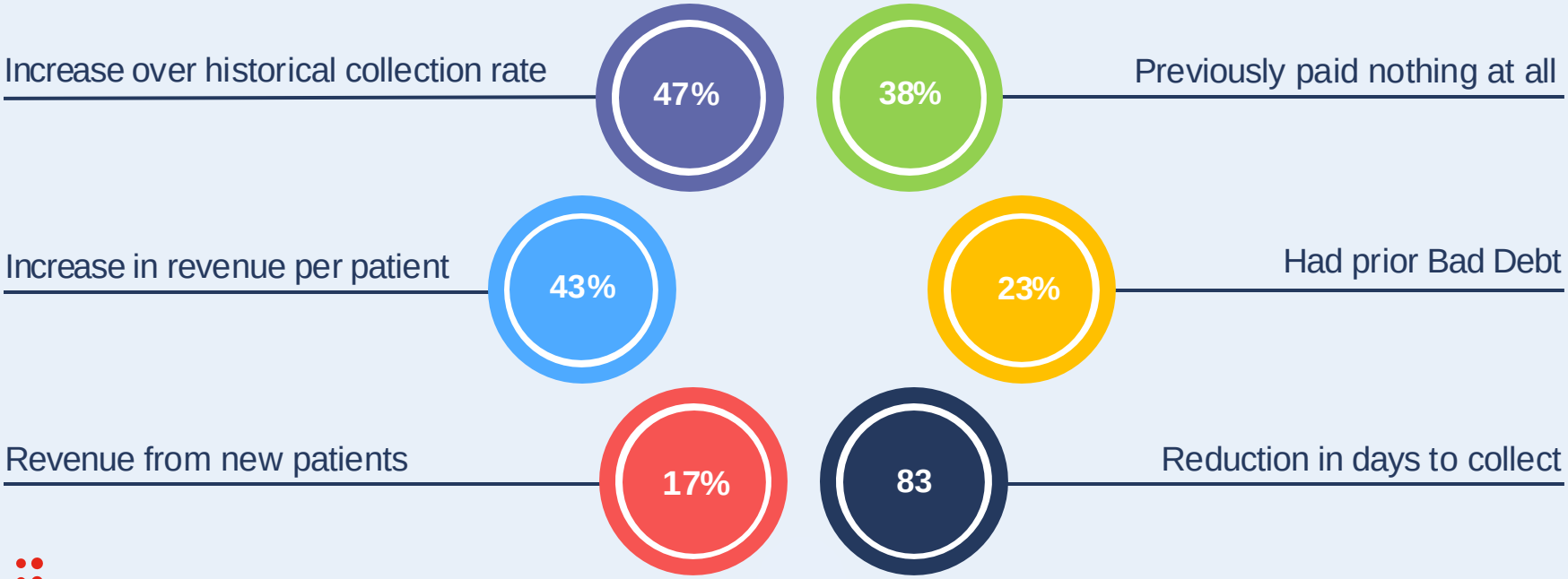
LVHN DIRECT TO PATIENTS

WHY?

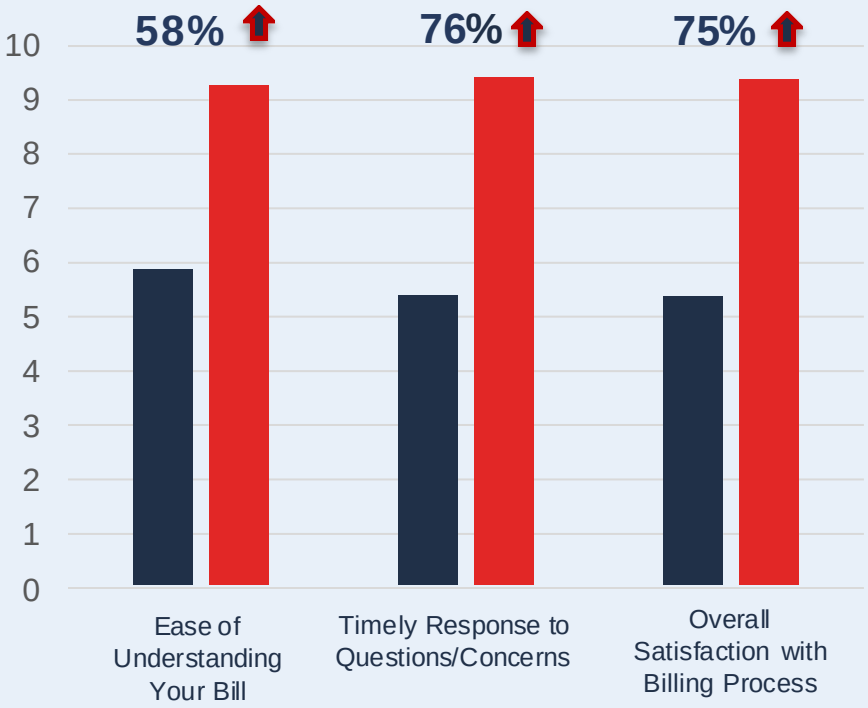
- Maximize numbers of patients into program
- Highest return over current vendors
- Acceleration of collections + reduction in self pay A/R
- Easy implementation and reconciliation process
- Eliminate downstream costs
- Popularity of program in community and at LVHN

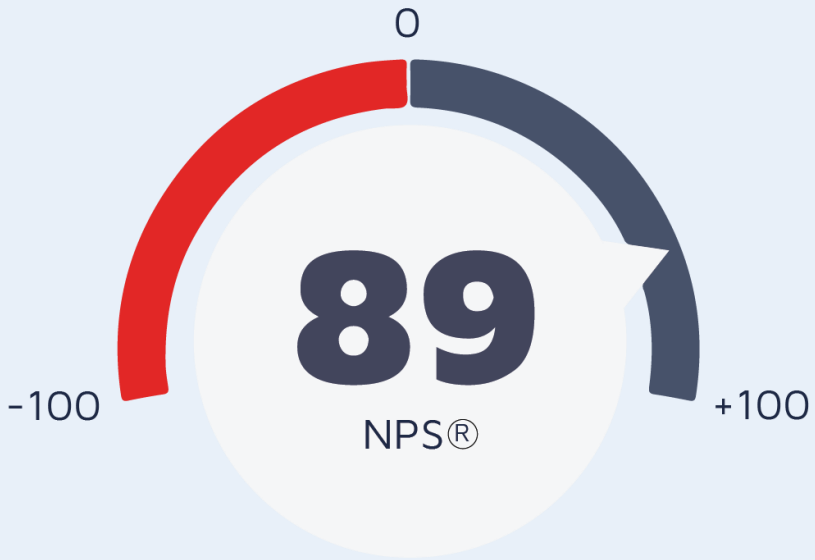
LVHN CASE STUDY

*** 4-year lookback on prior payment behavior**

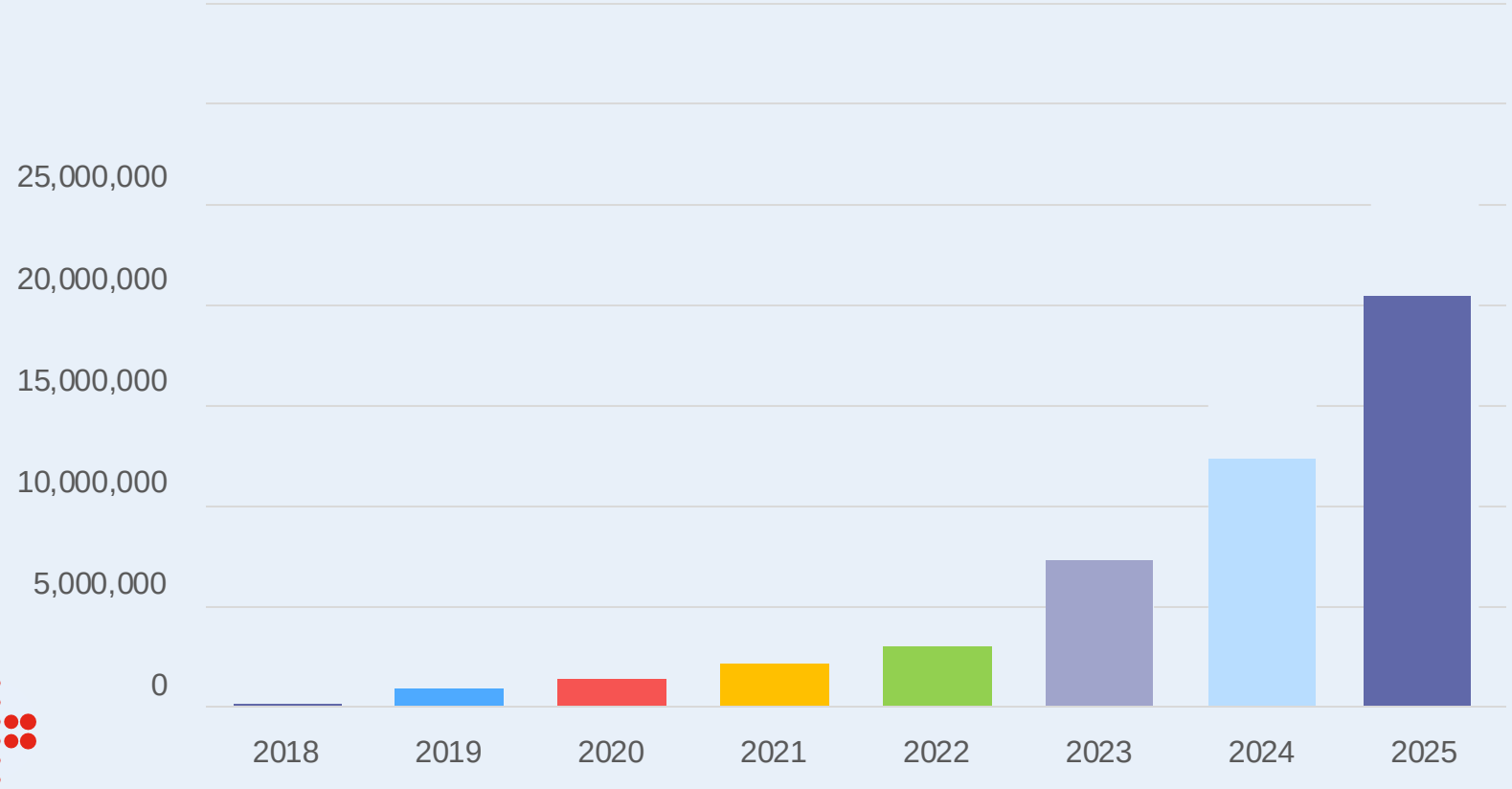


PATIENT EXPERIENCE RESULTS



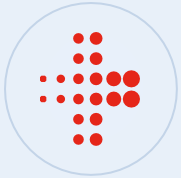


REVENUE THROUGH ABLEPAY



FUTURE OF ABLEPAY AT LVHN

- Further expansion
- Noncovered services
- Consider Moving all payment plans to AblePay



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THANK YOU!

John Fistner
Founder and CEO

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