



Modernizing Patient Payments:
Transforming Patient Billing at
OrthoNebraska



Today's speakers



Brent Hansen

Vice President, Sales
Flywire



Kara Albright,

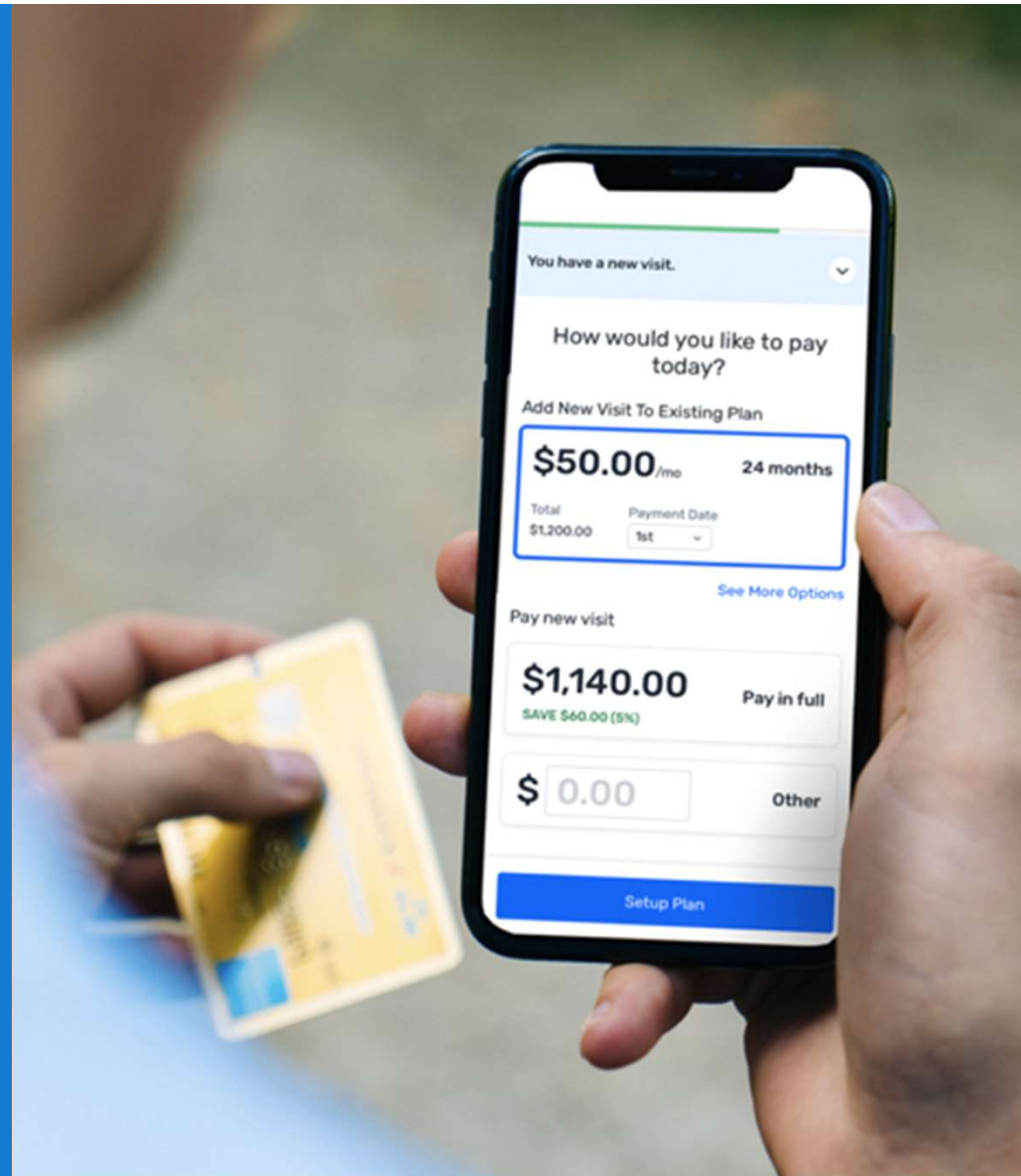
MPH

*Manager, Patient
Financial Services*
OrthoNebraska



Solving healthcare's most complex payments

Flywire's financial engagement & payment platform modernizes the way provider organizations communicate and collect out-of-pocket balances, improving both the patient experience and self-pay performance.





Flywire
Client
Spotlight

Quick Stats

- Founded in 2017
- Partnered with Flywire in September 2023
- Consistently ranked as one of the top in the country for patient experience by NRC Health

About Us

OrthoNebraska is the leading orthopedic care provider in Omaha, offering specialized treatment for musculoskeletal conditions with a patient-centered approach and a team of experienced physicians.

Delivering a seamless, actionable & personalized payment experience

Key areas of focus

- Build a unified payment experience with actionable analytics to increase patient satisfaction
- Leverage digital channels to meet patients where they are
- Enable patients to clearly understand their financial obligations
- Provide personalized payment options for the patient based on their capacity to pay
- Redesigned statement to reduce billing confusion

Patient financial experience



What prompted OrthoNebraska to focus on the patient financial experience?

Patient financial experience



What challenges were you trying to overcome by transforming OrthoNebraska's billing experience?

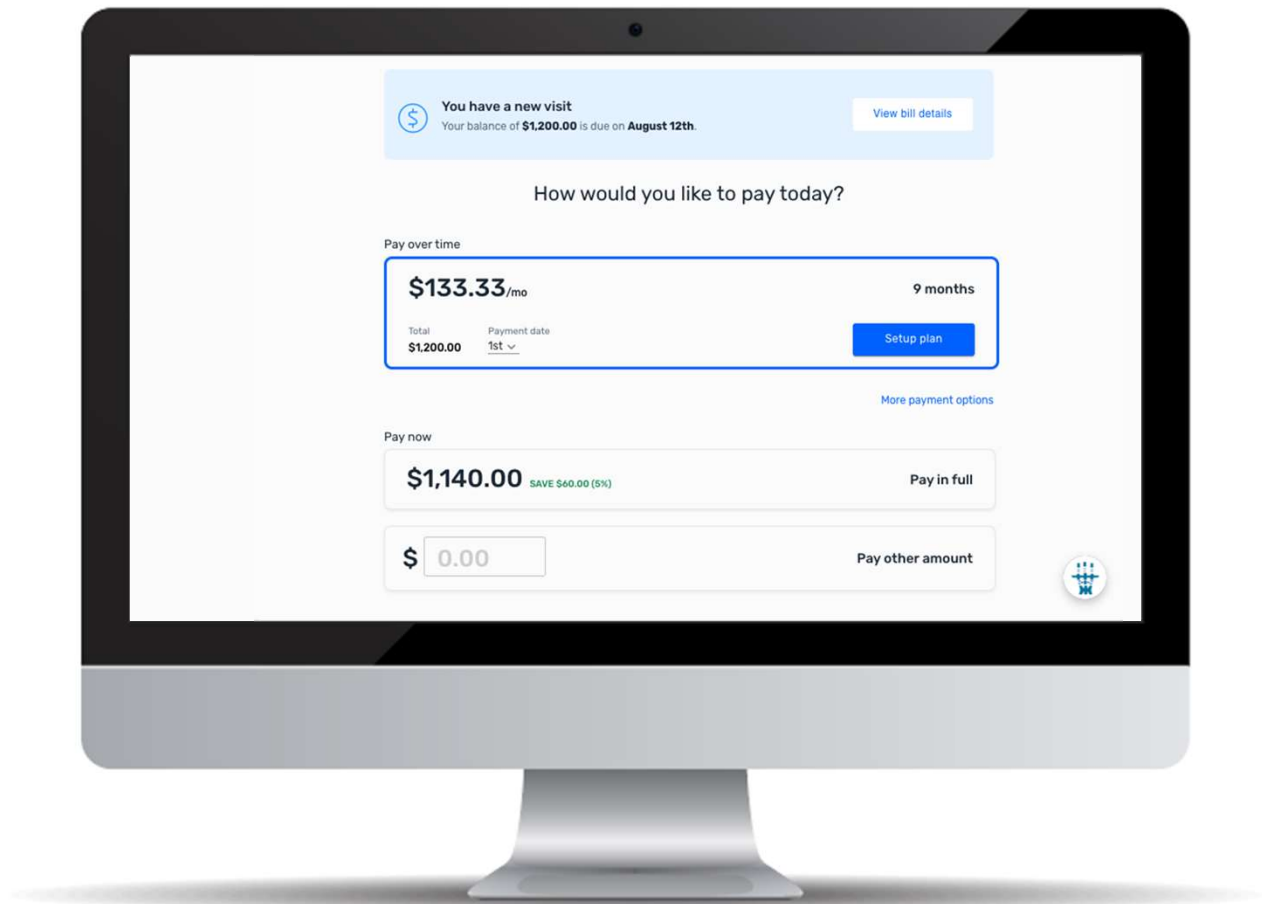
Patient financial experience



Can you give us an overview of the project?

What aspects or areas of the billing experience did you focus on first?

A new, patient-focused billing experience



Clear
statements with
easy to
understand
payment offers

Hospital statement



Clinic statement

OrthoNebraska Hospital
2808 S 143RD PLAZA, OMAHA, NE 68144
Electronic Service Requested

Page 1 of 6

OrthoNebraska Hospital Amount Due
\$7,286.00

Important Messages
Thank you for choosing OrthoNebraska for your health care needs. Your remaining balance is due now, and detailed billing information is available at [OrthoNebraska.com/bill](https://orthonebraska.com/bill). Please pay upon receipt of this notification. If you are unable to pay the full balance, please go online to view options and start your payment plan today. Thank you.

OrthoNebraska Hospital Accounts Summary
Guarantor Number 876543213
Statement Date: 09/16/2023
Total Remaining Balance: \$7,286.00
Payment Plan Amount Due: \$0.00
Amount Due: **\$7,286.00**
DUE UPON RECEIPT

Payment Methods
Pay Online: orthonebraska.com/bill
Pay by Phone: 402-250-7770
Quick access with smartphone: Scan this QR code with smartphone

Payment Options
Payment Plan: \$607.17 x 12 months
Pay In Full: **\$7,286.00** Due Upon Receipt
View All Options: orthonebraska.com/bill

OrthoNebraska Hospital Customer Service
(402) 609-2400
<https://orthonebraska.com/billinghelp>
Hours of operation: Monday-Friday 8:00am to 4:30pm

Please detach and return bottom portion with your payment.

OrthoNebraska Hospital
2808 S 143RD PLAZA, OMAHA, NE 68144

Pay Online: orthonebraska.com/bill

Please check if address or insurance information has changed and indicate changes on the reverse side.

Guarantor Number 876543213
Guarantor Name JOHN DOE SR
Due Date Upon Receipt

Minimum Hospital Amount Due: \$7,286.00
Amount Enclosed

Make a payment of \$607.17 estimate a payment plan. By paying monthly, I agree to be bound by the terms located at orthonebraska.com/bill. If paying by check please make check payable to OrthoNebraska Hospital and include your Guarantor # on your check.

OrthoNebraska Hospital
P.O. Box 735424
Chicago IL 60675-0424

OrthoNebraska Clinics
2725 S. 144th ST STE 212 Omaha, NE 68144

Page 1 of 6

OrthoNebraska Clinics Amount Due
\$6,250.00

Important Messages
Thank you for choosing OrthoNebraska for your health care needs. Your remaining balance is due now, and detailed billing information is available at [OrthoNebraska.com/bill](https://orthonebraska.com/bill). Please pay upon receipt of this notification. If you are unable to pay the full balance, please go online to view options and start your payment plan today. Thank you.

OrthoNebraska Clinics Accounts Summary
Guarantor Number 9876543230
Statement Date: 08/25/2023
Total Remaining Balance: \$6,250.00
Payment Plan Amount Due: \$0.00
Amount Due: **\$6,250.00**
DUE UPON RECEIPT

Payment Methods
Pay Online: orthonebraska.com/bill
Pay by Phone: 402-250-7780
Quick access with smartphone: Scan this QR code with smartphone

Payment Options
Payment Plan: \$520.84 x 12 months
Pay In Full: **\$6,250.00** Due Upon Receipt
View All Options: orthonebraska.com/bill

OrthoNebraska Clinics Customer Service
(402) 609-2450
<https://orthonebraska.com/billinghelp>
Hours of operation: Monday-Friday 8:00am to 4:30pm

Please detach and return bottom portion with your payment.

OrthoNebraska Clinics
2725 S. 144th Street
Ste 212
Omaha NE 68144

Pay Online: orthonebraska.com/bill

Please check if address or insurance information has changed and indicate changes on the reverse side.

Guarantor Number 9876543230
Guarantor Name JAY DOE
Due Date Upon Receipt

Minimum Clinics Amount Due: \$6,250.00
Amount Enclosed

Make a payment of \$520.84 estimate a payment plan. By paying monthly, I agree to be bound by the terms located at orthonebraska.com/bill. If paying by check please make check payable to OrthoNebraska Clinics and include your Guarantor # on your check.

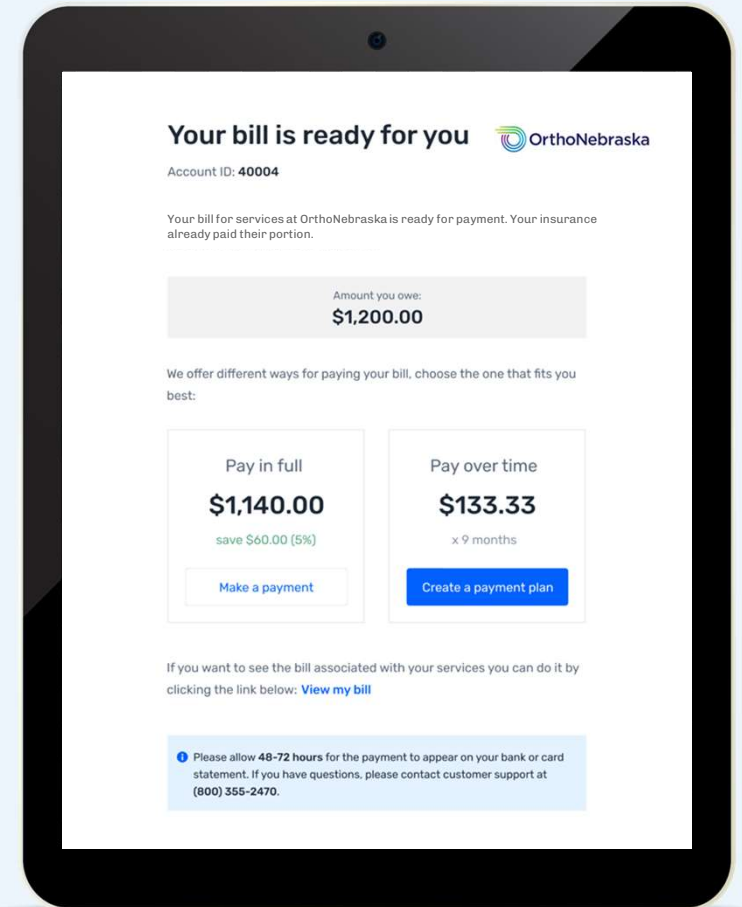
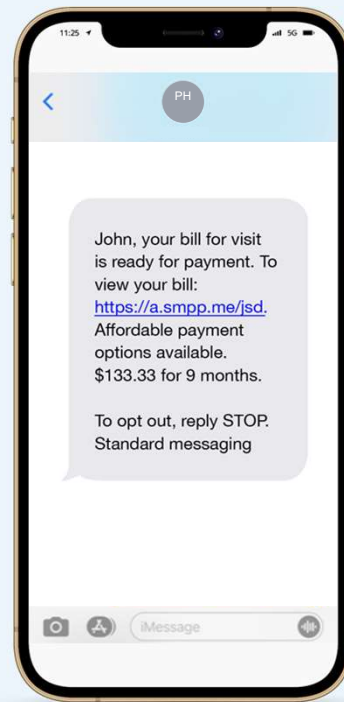
OrthoNebraska Clinics
2725 S. 144th Street
Ste 212
Omaha NE 68144

Adapting to patient demographics



With such a large senior population, how did that inform your thinking around how you introduced digital tools throughout the payment experience?

A digital experience meant to drive self-service



International payments



How do you handle communication and payment processes with your international patient base?

Importance of self-service



What has your organization seen since moving to a more self-service based model?

Patient satisfaction & feedback



What insights have you gotten from real-time patient feedback and how has this helped you?

Insights from OrthoNebraska patients



WHAT PATIENTS SAY

“Easy to accomplish. No calling in payment, no punching in numbers and no mailing checks! ❤️”

“I’m so old school, but I figured it out on my own!”

“Easy and allows you to select amount to pay and when to make payment! HUGE benefit.”

Measuring program success



For providers just starting on their digital transformation journey, how do you measure success around a program like this?

Driving results across OrthoNebraska's payment landscape



\$XM

Lorem ipsum dolor sit amet



X%↑

Lorem ipsum dolor sit amet



X%

Lorem ipsum dolor sit amet



\$XM

Lorem ipsum dolor sit amet



X%↓

Lorem ipsum dolor sit amet



X/Y

Billing satisfaction rating

Measuring success



If you were to revisit this project, what would you do differently?

What lessons did you learn that could inform similar projects?

Roadmap



What's the next project on the horizon, and what will be your primary focus over the next 6-12 months?