

Doorstep



MaineGeneral + ClearBalance:

Transforming Hospital Collections with
Digital Patient Communications

HMFA
March 28, 2025

FOCUSED ON A MISSION

Meet Our Panel

Our esteemed panel brings a wealth of expertise and firsthand insights into implementing effective patient financial solutions. Each presenter will contribute unique perspectives and strategies that showcase how collaborative efforts between MaineGeneral and ClearBalance have driven impactful outcomes.

Great partnerships are built on trust, collaboration, and a shared vision. Together, MaineGeneral and ClearBalance have demonstrated how aligning strengths can lead to incredible outcomes for patients and organizations alike.



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Manager, Revenue Cycle
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- **Leading healthcare provider** in central Maine, serving both rural and urban communities.
- **A comprehensive non-profit system** offering a wide range of services, including primary care, specialty care, rehabilitation, and long-term care.
- **Annual patient volume** includes thousands of outpatient visits, inpatient admissions, and procedures.
- **Total annual revenue:** \$400 million.
- **Total system capacity:** 192 beds, with advanced facilities such as the Harold Alfond Center for Cancer Care and specialized services for memory loss patients.
- **Committed to delivering patient-centered** care through innovation, compassion, and collaboration.

Challenges Faced



1. **Challenge:** Manual billing and phone-based collection systems.
2. **Challenge:** Growing receivable aging rates and delayed patient payments.
3. **Challenge:** Increased staff workload and inefficiencies.
4. **Challenge:** Rising operational costs.
5. **Challenge:** A growing need to adapt to changing healthcare demands in a diverse population.

SOLVING THE PROBLEM

Driving the Need For Digital Transformation

Why Digital Communications with ClearBalance?

- **Staffing Challenges:** MGMC needed to optimize processes with limited staff resources.
- **Revenue Maximization:** Facilitate faster patient payments via automated digital solutions.
- **Patient-Centric Approach:** Enhance satisfaction with clear, accessible digital billing platforms.
- **Standardizing Processes:** Automate manual workflows like payment plans and discounts.

MaineGeneral's Vision for Patients Through Digital Transformation:

- **Improved accessibility** for all income levels through streamlined financing options.
- **A seamless experience** allowing patients to manage billing, payment plans, and discounts in one place.

Realize More ROI
With Digital Patient
Engagement

Doorstep

by ClearBalance
Healthcare

Introducing the
most patient-
friendly mobile
billing interface.

Uncomplicate the billing process,
empower patients, and boost
collections with Doorstep™.

Doorstep

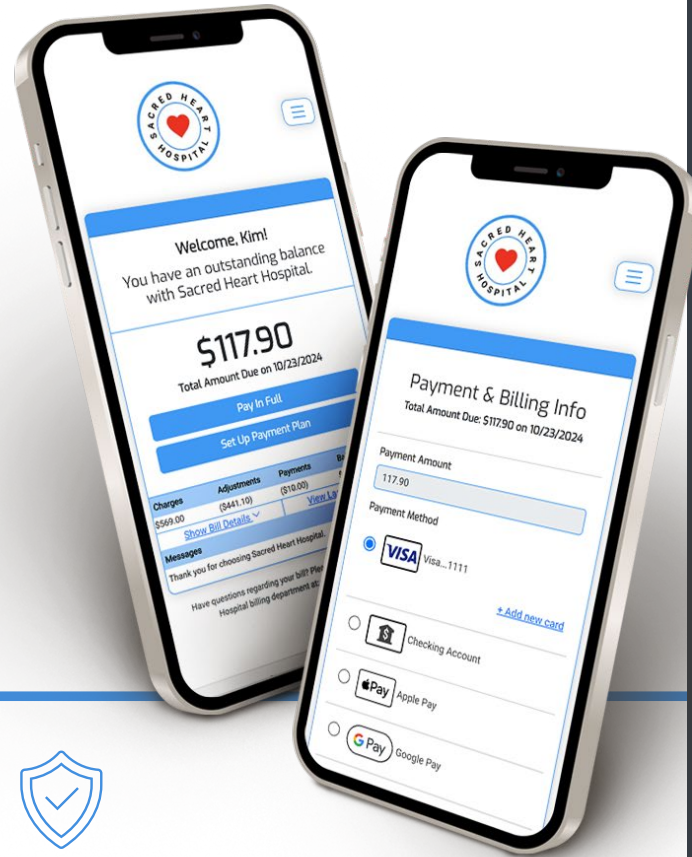
by ClearBalance
Healthcare





Doorstep™ by ClearBalance is a **leading patient-centric digital communication and billing platform** that simplifies healthcare payments, allowing patients to pay their hospital bills immediately or set up repayment plans over time.

Doorstep **enhances patient satisfaction** and **drives better financial outcomes** for providers.



Text-to-Pay



User-friendly
Interface



Enhanced
Security Features

A Win-Win for Patients and Providers

- ✓ **Optimizing Billing Procedures and Reducing Costs**
- ✓ **Accelerating Overdue Account Resolution**
- ✓ **Customized Payment Solutions**
- ✓ **Personalization with Private-label Branding**
- ✓ **Significantly Improved Financial Outcome**
- ✓ **Extended Team Support**

TRANSFORMATION

Results & Metrics

Immediate Impacts at MaineGeneral

- **Staff Efficiency:** Automated processes reduced workload by 30%, allowing focus on higher-value tasks.
- **Collection Gains:** Digital payment channels drove a 90% increase in patient payments.
- **Faster Payments:** Average days to payment reduced by 48%, accelerating cash flow.
- **Customer Experience:** 40% drop in billing-related customer service calls.

Revenue Cycle Improvements

- **Increased uptake** in loans and internal payment plans.
- **Digital discounts streamlined**, reducing errors and saving time/manhours.

Enhanced Patient Engagement

- **Positive feedback** on the digital experience, boosting overall satisfaction with MGMC.



LESSONS LEARNED

Key Takeaways for HFMA Leaders

- Digital billing isn't just a tool—it's a strategy to counter staffing challenges and operational inefficiencies.
- Achieving patient satisfaction and financial optimization requires foresight and the right partners.
- With data-backed results like reduced workload and accelerated collections, MGMC offers a model worth following.

Questions for Consideration:

- *How can your system benefit from moving to automated digital billing?*
- *Are your patients demanding a digital-first experience?*

Scaling the Impact for Future Optimization

- **MG's hybrid** approach still includes paper billing by default. Transitioning to digital-first billing could unlock further cost savings and efficiency.
- **Expanding digital communication** efforts ensures greater patient alignment and engagement.

Future Vision

- **Building on the partnership** to explore innovations in patient outreach and financing strategies.

Thank you.



The ClearBalance Difference:

- A proven leader in patient financing, helping hospitals manage collections successfully for decades.
- 2024 Innovation: Doorstep transforms the patient billing ecosystem via digital touchpoints.
- Combining financing programs with technology to create a seamless, patient-centered billing process.

Partnering with Confidence:

- We bring expertise, collaboration, and tangible results to every partnership.
- Focused on driving measurable impacts like payment acceleration and patient satisfaction.