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AI-POWERED VESTAPAY

Transforming Healthcare with **AI:**

Driving Smarter Revenue, Fewer Errors, and Stronger Patient Confidence



CURRENT CHALLENGES



1. Manual workflows in registration and insurance verification slow down onboarding and introduce errors AI could prevent



2. Static estimates and one-size-fits-all communication erode financial trust—AI enables personalization at scale



3. Limited insight into patient payment behavior increases bad debt—AI enables smarter risk assessment and early engagement



OBJECTIVES

Explore how machine learning enables personalized patient engagement—driving trust through intelligent timing, tone, and channel selection



Understand how AI-powered automation goes beyond rules to reduce manual errors, accelerate complex decisions, and optimize revenue cycle performance



See how AI models generate dynamic, patient-specific estimates—improving financial transparency and reducing surprise bills





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HOW AI ENHANCES & OPTIMIZES HOSPITAL REVENUE

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1.

PREDICTIVE OPTIMIZATION OF FINANCIAL WORKFLOWS

AI models analyze patterns in patient behavior, payer responses, and claim cycles to recommend smarter, faster financial workflows—reducing bottlenecks and maximizing revenue.

2.

PERSONALIZED PATIENT ENGAGEMENT AT SCALE

AI tailors communication tone, timing, and content based on patient demographics, behavior, and payment history—driving better response rates and trust.

3.

IMPROVING TRANSPARENCY AND TRUST IN PATIENT ESTIMATIONS

AI enhances patient estimation by delivering accurate, real-time cost predictions using verified insurance data, historical claims, and hospital pricing. This not only builds patient trust but also boosts satisfaction by making the financial experience more predictable and supportive.



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VESTAPAY WORKFLOW

Applied at “Missouri Delta
Medical Center”

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1.

Mobile Patient Engagement & VSC

Self-register and manage payments using mobile device, while staff collaborate via chat, text, email, or phone to assist patients throughout the care episode.

2.

Eligibility Verification, Insurance Discovery, Estimation & Price Transparency

Instant coverage checks, benefit retrieval, and accurate estimates using verified payer data and hospital fee schedules—CMS-compliant and integrated with 800+ payers.

3.

VestaPay Connect

Enables seamless one-click calls, including recording, transcripts, and summaries.

4.

DBA-APP™

Dynamic Balance Adjusting AutoPay Plans securely manages patient liabilities from initiation to completion, automatically adjusting based on changes in charges and financials, with full staff control and adherence to hospital business rules.

AI USE CASE #1:

ACCELERATING INTAKE WITH AI-POWERED OCR

1.

CONTEXT-AWARE EXTRACTION OF PATIENT AND INSURANCE DETAILS USING AI-TRAINED MODELS

Goes beyond template-based OCR by understanding document structure and field relationships across diverse formats.

2.

ELIMINATES MANUAL DATA ENTRY BY INTELLIGENTLY IDENTIFYING AND MAPPING FIELDS LIKE NAME, DOB, POLICY ID—EVEN FROM NOISY OR HANDWRITTEN INPUTS

Improves first-pass accuracy and reduces reliance on human correction.

3.

IMPROVES DATA INTEGRITY AND REDUCES DOWNSTREAM CLAIM DENIALS CAUSED BY INTAKE ERRORS

AI adapts to layout variations and learns from past corrections to continuously improve.





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AI USE CASE #2:

BUILDING PATIENT TRUST WITH AI-DRIVEN FINANCIAL ESTIMATIONS

- 1. DYNAMIC COST ESTIMATIONS POWERED BY AI**
AI models analyze patient-specific data, historical claims, and real-time insurance rules to generate accurate out-of-pocket estimates.
- 2. REAL-TIME ADAPTABILITY TO COMPLEX PLAN LOGIC**
AI continuously adapts to changes in payer policies, benefit structures, and service combinations—reducing surprise bills.
- 3. ENHANCING PATIENT TRUST THROUGH PREDICTIVE TRANSPARENCY**
By delivering more precise and understandable estimates, AI builds confidence in care decisions and reduces billing-related anxiety.





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AI USE CASE #3:

UNLOCKING VOICE INSIGHTS WITH AI-DRIVEN CALL TRANSCRIPTION & ANALYSIS



1. AI-POWERED TRANSCRIPTION, SUMMARIZATION, & POSTING

Automatically transcribes patient calls and generates concise, actionable summaries—saving staff time and reducing missed details.



2. SEMANTIC & SENTIMENT ANALYSIS

Natural Language Processing (NLP) detects tone, urgency, and emotional cues—highlighting patient frustration, confusion, or needs that require automatic follow-up.



3. AUTOMATED ENGAGEMENT RECOMMENDATIONS

AI suggests tailored next steps—such as personalized messaging, or immediate phone outreach —based on conversation context and sentiment signals.





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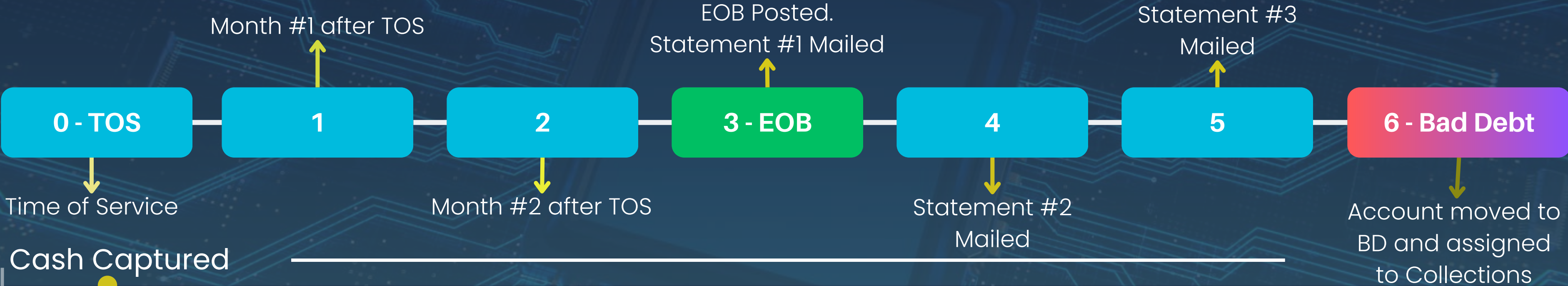
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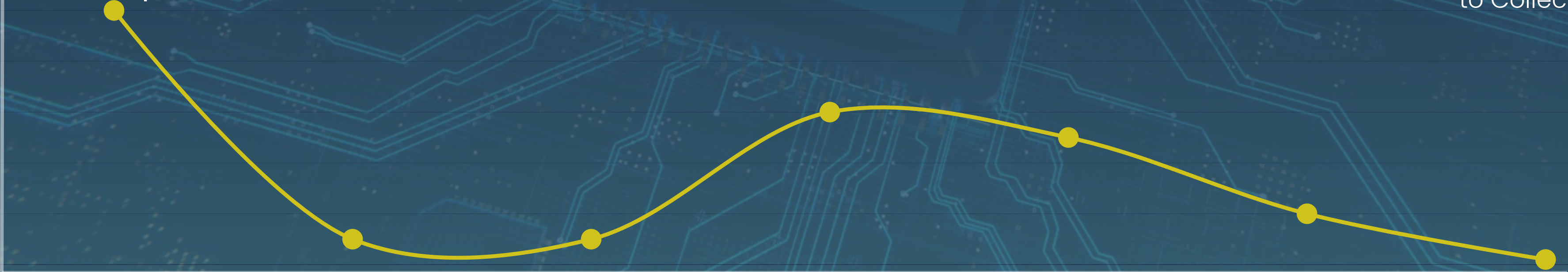


POST TREATMENT

[CHASING PATIENT]



Cash Captured

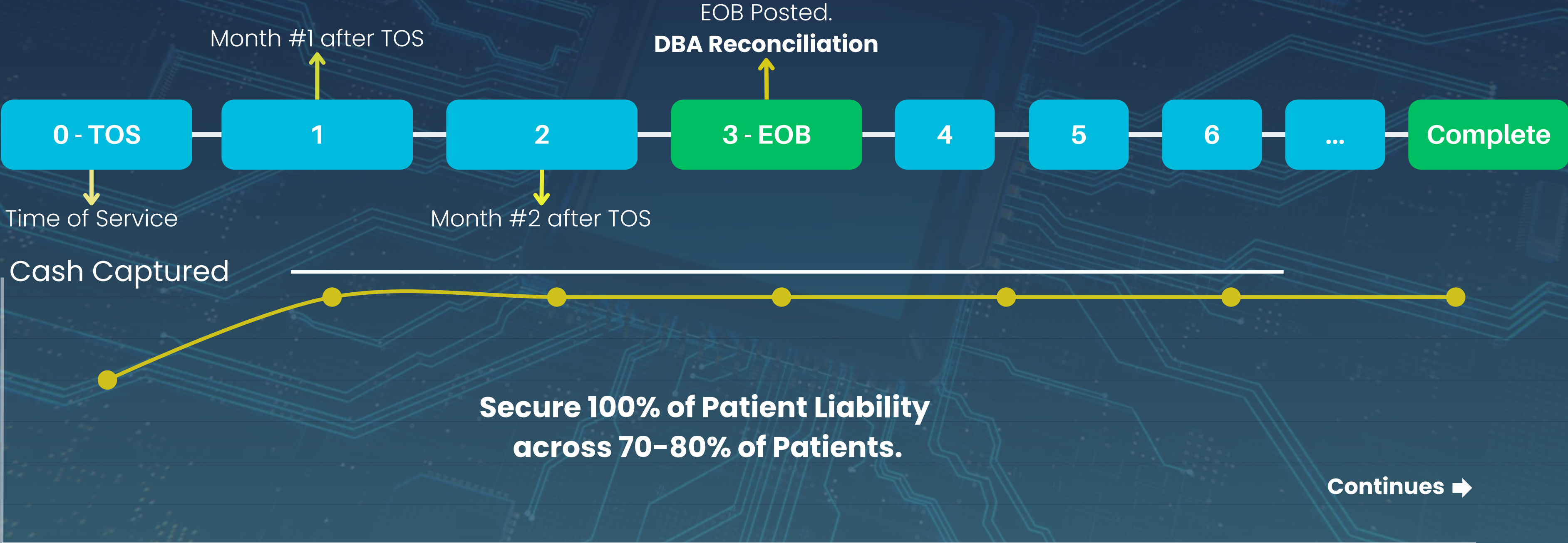


15% Avg. Patient Revenue Captured // 85% Patient Revenue Loss



TOS TREATMENT

DBA-APP [PREVENTING]



40% , 55%, 70% Avg. Patient revenue captured, year 1, 2 and 3, respectively

DBA-APP

[DRIVING SUCCESS]





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CASE STUDY

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More than **35%** increase in patient rate of collection



More than **25%** decrease in Bad Debt amounts



90% increase in cash collected in the ED during the first year



A year-over-year **30%** increase in secured payment plan amounts

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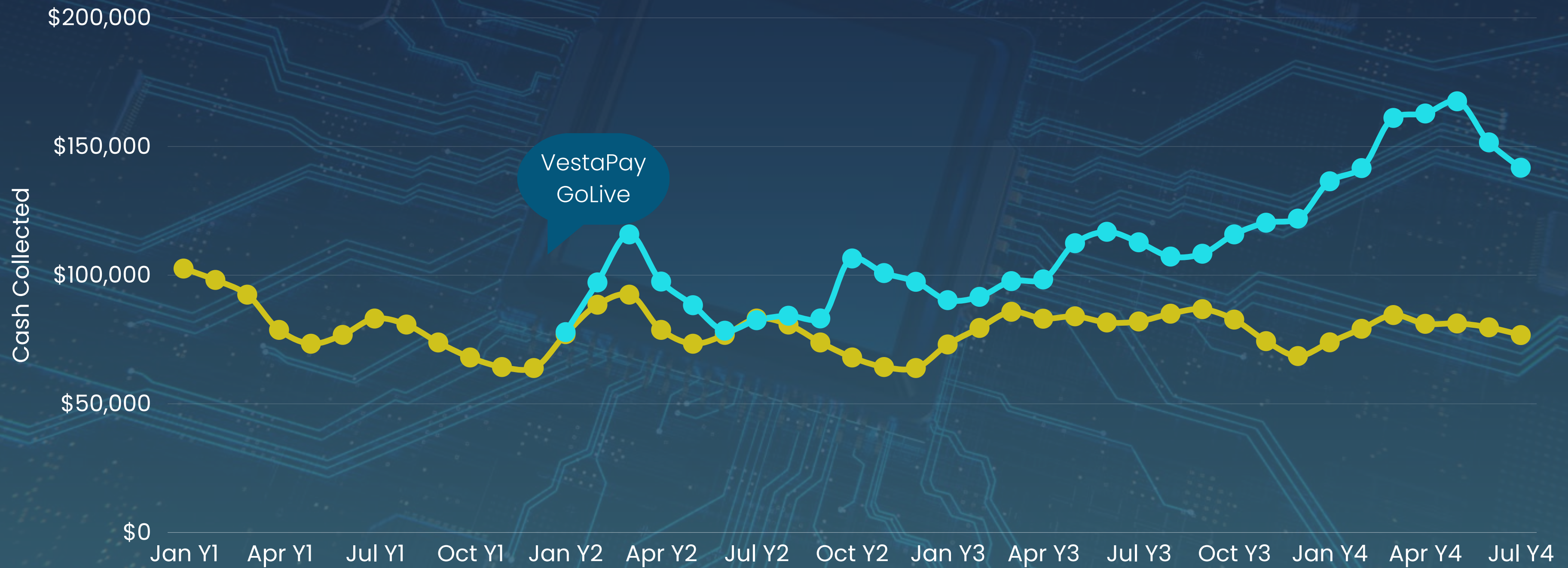
CASE STUDY

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● Without VestaPay ● With VestaPay





KEY TAKEAWAYS



AI-DRIVEN AUTOMATION IMPROVES ACCURACY AND OPERATIONAL EFFICIENCY

Combining AI with robotics enables smart execution of complex workflows, ensuring compliance and reducing staff burden.



INTELLIGENT PATIENT ENGAGEMENT BUILDS TRUST AND TRANSPARENCY

AI tailors communication and financial estimates to each patient's needs—enhancing experience and satisfaction.



AI OPTIMIZES THE REVENUE CYCLE BY PREDICTING AND PREVENTING ERRORS

Machine learning identifies denial risks and automates data validation—reducing rework and accelerating reimbursements.





THANK YOU!

VestaPay is setting new standards in patient
financial management and automation

QUESTIONS?

