Providing a Patient-Centric Billing Experience to Drive Positive Outcomes

Presented By:
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MICHIGAN CENTER for RURAL HEALTH
Our mission to serve began in our own backyard, and we have been helping rural hospitals create a cohesive post-visit experience ever since.

Early Out Self-Pay Recovery
Multi-Channel Patient Communications
Expert Patient Support Team
Statement Mailing
Compliance and Quality Assurance
Technical Assistance

Third-Party Bad Debt Recovery
Legal Recovery
Credit Reporting
Data-Backed Recovery Strategy
Courteous, Respectful Follow Up
In-House Legal Counsel
Today's Discussion

Importance of Self Pay Receivables

Practical Strategies to Reduce Bad Debt:

Customer Service and Your Team
Statement Design and Strategy
Digital Engagement: Web, Email, Text
Collecting at the Point of Service

Question and Answer
Importance of Self Pay Receivables

Between 5 and 14 million people expected to lose coverage due to Medicaid disenrollment.
KFF Health News | 2023

55.7% of Americans were enrolled in high deductible health plans as of 2021. The highest ever recorded and the eighth straight yearly increase.
Lending Tree Report | 2023
39% of rural hospitals in the Midwest have net operating profit margins of less than -10.00%

Data from Definitive Healthcare | 2023
Survey of Net Operating Profit Margins for 36 Critical Access Hospitals in Michigan

16% of Michigan CA hospitals have net operating profit margins of less than -10.00%

Data from Definitive Healthcare | 2023
Best Practice #1

People

#1
Most Important Factor to Collecting, and Collecting on Time

A well trained, professional staff, with the tools they need to be successful and support from leadership is the KEY.
There is no substitute for talented staff

What can you do to increase retention?

Support: Make sure employees know you support them when patient disputes arise.

Simple Gestures: Take a minute to write and mail a handwritten thank you note to each of your employees at least once per year.

Exit Interviews: Do not miss an opportunity to understand why employees leave your organization.
Why Are Your Patients Calling?

Data from over 200,000 inbound phone calls our team fielded:

These were patients' top questions:

- Why do I owe money?
- What did my insurance pay?
- Why didn't my insurance pay?
- May I make a partial payment?
- Coding Concerns, i.e. "This should have been paid by insurance as part of my annual wellness exam"
Best Practice #2

Statements

71% of consumers are confused by their medical bills

76% of consumers received an unexpected medical bill

68% of consumers received a statement more than a month after service

J.P. Morgan Trends in Healthcare Payments | 2022
Medical Statement Checklist:

- [✓] Due Date
- [✓] Guarantor Billing: Service Location, Provider, Services, Charges
- [✓] QR-Code to pay with smartphone
- [✓] Include insurance payments and adjustments
Question for the Group

Does your facility provide true guarantor billing on your statements?

I.e. statements include all accounts from the hospital, the clinic(if applicable) and the physician group (if applicable) even though they may be on different systems?
Essential Elements of a Medical Statement

- Clearly List Balance
- Website and Phone Number
- Outline Insurance Payments and Adjustments
- Indicate Previous Payments
- Instructions to Pay by Mail
- Scan to pay by phone

Collect More, Responsibly
# Benefit for Paying on Time

<table>
<thead>
<tr>
<th>Guarantor Name</th>
<th>Person No.</th>
<th>Statement Date</th>
<th>Due Date</th>
<th>Total Balance Due</th>
<th>Prompt Pay Balance if Paid By:</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Doe</td>
<td>123456</td>
<td>1/4/2023</td>
<td>2/4/2023</td>
<td>$1,000.00</td>
<td>10/1/2023 $800.00</td>
</tr>
</tbody>
</table>

Make Payment in full with the options to the right. Pay online at [www.hospitall.org/pay](http://www.hospitall.org/pay) or by phone at 888-234-567 or by mail with the coupon below. You can also scan the QR code at the bottom of this page.
**Remember The 3 Most Common Patient Questions?**

<table>
<thead>
<tr>
<th>Account Summary</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Previous Account Balance</td>
<td>$145.00</td>
</tr>
<tr>
<td>New Charges (Summary on Back)</td>
<td>$7,804.00</td>
</tr>
<tr>
<td>Amount Paid by Your Insurance</td>
<td>$632.35</td>
</tr>
<tr>
<td>Amount Adjusted by Your Insurance</td>
<td>$2,072.45</td>
</tr>
<tr>
<td>Amount Paid by You</td>
<td>$0.00</td>
</tr>
<tr>
<td>Patient Responsibility</td>
<td>$5,244.20</td>
</tr>
</tbody>
</table>

- **What do I owe money for?**
- **What did my insurance pay?**
- **Why didn't my insurance pay?**
## Guarantor Billing

**Guarantor Name**: John Doe  
**Person No.**: 123456  
**Statement Date**: 1/4/2023  
**Due Date**: 2/4/2023

### List Provider Name

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Charge</th>
<th>Payment / ADJ</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/21/2018</td>
<td>Previous Balance on these Services</td>
<td>$145.00</td>
<td>$145.00</td>
<td></td>
</tr>
</tbody>
</table>

**Specify Clinic vs Hospital**

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Charge</th>
<th>Payment / ADJ</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/20/2015</td>
<td>Emergency Room Visit Adjustment Prior to Billing</td>
<td>$3,089.00</td>
<td>$864.92</td>
<td>$2,224.08</td>
</tr>
</tbody>
</table>

### Specify Charges for Each Visit

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Charge</th>
<th>Payment / ADJ</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$3,089.00</td>
<td>$864.92</td>
<td>$2,224.08</td>
</tr>
</tbody>
</table>

### Description of Services

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Charge</th>
<th>Payment / ADJ</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/20/2021</td>
<td>Description of Services</td>
<td>$3,089.00</td>
<td>$864.92</td>
<td>$2,224.08</td>
</tr>
</tbody>
</table>

### Name of Specific Facility

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Charge</th>
<th>Payment / ADJ</th>
<th>Balance</th>
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<td>Description of Services</td>
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<td>$864.92</td>
<td>$2,224.08</td>
</tr>
</tbody>
</table>
Collect More, Responsibly

WHEN YOU REALIZE THERE IS NOTHING TO DISPUTE ON YOUR MEDICAL BILL

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Charge</th>
<th>Payment / ADJ</th>
<th>Balance</th>
</tr>
</thead>
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<td></td>
<td>$145.00</td>
</tr>
<tr>
<td>05/20/2015</td>
<td>Emergency Room Visit Adjustment Prior to Billing</td>
<td>$3,089.00</td>
<td>$864.92</td>
<td>$2,224.08</td>
</tr>
<tr>
<td>07/22/2015</td>
<td>MRT Payments Prior to Billing Adjustment Prior to Billing</td>
<td>$4,237.00</td>
<td>$618.52</td>
<td>$1,186.36</td>
</tr>
</tbody>
</table>

Guarantor Name: John Doe
Person No.: 123456
Statement Date: 1/4/2023
Due Date: 2/4/2023

Pay this amount $5,244.20
How Many Statements to Send?

Survey of 831 Respondents:
Average number of statements sent before an account is sent to collections.

At least 3 Recommended

Use automated change of address databases to make sure you send statements to the correct address:

- USPS NCO ALink®
- TransUnion TLOxp Address Report

Do you have an efficient "return mail" process? i.e. barcode, scanner, IT file upload

$$ wasted if not
Best Practice #3

Digital Engagement

TEXTING PATIENTS THEIR STATEMENT

GREAT SCOTT, IT WORKS!
Digital Necessities for 2023 and Beyond

- Text statement delivery
- Email statement delivery
- Online payment portal with payment options
- Self-enroll payment arrangements
- Online financial assistance application
Digital Engagement

77% of consumers expect virtual and self-service options to be offered in healthcare

67% of consumers want digital and electronic payment options, such as receiving e-statements and paying online

35% of consumers have no option to pay their medical bill online

*J.P. Morgan Trends in Healthcare Payments | 2022*
### Text and Email

**How likely are you to enroll in eStatements instead of paper statements from one or more of your providers?**

<table>
<thead>
<tr>
<th>Choice</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not likely at all</td>
<td>9%</td>
</tr>
<tr>
<td>Not very likely</td>
<td>11%</td>
</tr>
<tr>
<td>Somewhat likely</td>
<td>30%</td>
</tr>
<tr>
<td>Very likely</td>
<td>46%</td>
</tr>
<tr>
<td>Already enrolled in eStatements</td>
<td>4%</td>
</tr>
</tbody>
</table>

**80% of consumers** are likely to enroll or are already enrolled in eStatements from providers.

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*J.P. Morgan Trends in Healthcare Payments | 2022*

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**Are you texting or emailing patients when they have a new e-statement available? Why not?**
Text and Email

Q: How should you be informing patient of their bill?

A. Text
B. Phone Call
C. Email
D. Statement
E. All of the above?
Payment Reminder

Your upcoming payment is scheduled on 10/1/2023 for $65.00. Access your account: samplehospital.com/billpay

Payment Confirmation

Thank you for your payment in the amount of $65.00. Access your account: samplehospital.com/billpay
Keep it Simple!

Access your account with the last 4 digits of your Social Security Number or your Account Number found on your last statement.

Last 4 SSN

Date Of Birth (MM/DD/YYYY)

Continue

Your patients do NOT want to memorize another password.

YOU DON'T SAY!
Welcome John Doe, you have a payable balance.

Your current balance is $800.00

Pay balance in full
$800.00
One time payment

Pay Now

Enroll in a payment plan

$100.00 Per Month

Enroll Now

Not ready to pay your entire balance?
-

Partial Payment Options

Financial assistance may also be available to you. Learn More
Partial payment options are becoming more popular as deductibles increase.

Help your patients track their progress. This will limit phone calls to your team.
Allow me to "self-cure" everywhere possible in the process.

<table>
<thead>
<tr>
<th>Date</th>
<th>Payment Type</th>
<th>Last Four</th>
<th>Status</th>
<th>Amount</th>
<th>View receipt</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/17/2022</td>
<td>Visa</td>
<td>1234</td>
<td>Approved</td>
<td>$100.00</td>
<td>View receipt</td>
</tr>
<tr>
<td>02/03/2022</td>
<td>Visa</td>
<td>1234</td>
<td>Approved</td>
<td>$100.00</td>
<td>View receipt</td>
</tr>
</tbody>
</table>
Welcome John Doe, you have a payable balance.

Your current balance is $800.00

Pay balance in full

$800.00
One time payment

Pay Now

Enroll in a payment plan

$100.00
Per Month

Enroll Now

Not ready to pay your entire balance?

Make a partial payment

Partial Payment Options

Financial assistance may also be available to you. Learn More
Faqs

Who qualifies for financial assistance?
Eligibility for financial assistance is primarily determined by family size and gross annual household income but may include other factors in accordance with our financial assistance policy.

What information do I need in order to apply?
The online application will require contact, employment, income, and dependent information, along with supporting file uploads such as a W-2.

Does my whole family need to apply, or just me?
If you qualify for financial assistance, dependents will automatically be included based on the information you provide in your application.

Is financial assistance similar to insurance?
No. This program is unique to our facility as part of our mission to support our community. Financial assistance we offer can only be applied to charges that originated from our facility and is not a substitute to insurance.

How can I find out more?
Online at www.magnetsolutions.biz/identify
Give us a call at (616) 610 - 6610

Advertise your financial assistance program.

• Make certain those in your community that have the need, understand their options.

• Identify this population up front to avoid unnecessary expenses and a poor patient experience.

• Help meet or exceed your community benefit goals.
How to Apply for Financial Assistance

Collect More, Responsibly
Advertise your financial assistance program.

• Identify this population up front to avoid unnecessary expenses and understand their options.
• Make certain those in your community that have the need, understand their options.
• Your experience.
• Help meet or exceed your community benefit goals.
• Make certain those in your community have the need, understand their options.

Does my whole family qualify for financial assistance?

How can I find out more?

Gallia County Hospital puts its under the microscope
Is financial assistance similar to insurance?

You will be notified when review of your application is complete.

This facility is committed to providing medically necessary services to all, regardless of patient's financial situation. Eligible recipients may receive up to a full reduction in their patient financial responsibility.

Financial Assistance
Congress News

Online at www.engage2solutions.com/identity
Give us a call at 1-800-616-6606

Copyright © engage2solutions inc. 2009. All rights reserved.
On the Fabulous One.
Offer a simple way to apply for Financial Assistance online

A. Applicant Information

**Applicant must be 18 or older.** If patient is under 18 years of age, the parent/legal guardian is to complete the application under the parent/legal guardians name. List spouse, if applicable, and all children under 18 living in household under the "Dependent information" section.

- **First Name**
- **Middle Initial**
- **Last Name**
- **SSN**
- **Date Of Birth**
- **Marital Status**
- **Phone Number**
- **Preferred Contact Method**

D. Document Upload

Please upload any documentation that could support the income listed: possible items can include last year’s income tax return, W-2 forms, verification of Social Security and/or pension benefits or other proof of annual income. **Please ensure that the file you upload includes your last name somewhere in the file name!** For example: john-doeW2.pdf

You can also use your phone’s camera to submit photos of documents!

If you are unable to upload your financial documentation, please mail to: Harmony Hospital in City, ST.

Please click the button to upload your file(s)
Best Practice #4

Point of Service Collections

WHAT IF I TOLD YOU...

YOU COULD COLLECT PAYMENT AND IMPROVE PATIENT SATISFACTION
Point of Service

• The only time to settle a small balance and still have value.

• Every dollar you collect up front is one less you have to statement, call, follow-up on, etc. All cost $$$.

• Help me (patient) prepare to meet your (provider) expectations. KEY!

• It's crucial to make this a part of your onboarding, training and continuing education.
  ○ Are you setting this expectation when interviewing for these roles?
    ▪ Q: "Are you comfortable discussing money?"
Why invest the time to pre-register?
## Patient Profile Data

<table>
<thead>
<tr>
<th>Range</th>
<th>Accounts</th>
<th>% Accounts</th>
<th>$ Value</th>
<th>% Bal</th>
<th>Avg. Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0-$25</td>
<td>1,049</td>
<td>11.5%</td>
<td>$16,233</td>
<td>0.2%</td>
<td>108</td>
</tr>
<tr>
<td>$25-$75</td>
<td>1,482</td>
<td>16.3%</td>
<td>$66,807</td>
<td>0.8%</td>
<td>76</td>
</tr>
<tr>
<td>$75-$150</td>
<td>1,279</td>
<td>14.1%</td>
<td>$134,782</td>
<td>1.6%</td>
<td>66</td>
</tr>
<tr>
<td>$150-$500</td>
<td>2,681</td>
<td>29.5%</td>
<td>$752,934</td>
<td>9.0%</td>
<td>67</td>
</tr>
<tr>
<td>$500-$1K</td>
<td>1,085</td>
<td>11.9%</td>
<td>$768,651</td>
<td>9.2%</td>
<td>54</td>
</tr>
<tr>
<td>$1K-$5K</td>
<td>1,284</td>
<td>14.1%</td>
<td>$2,751,599</td>
<td>32.8%</td>
<td>62</td>
</tr>
<tr>
<td>$5K-$10K</td>
<td>136</td>
<td>1.5%</td>
<td>$894,276</td>
<td>10.7%</td>
<td>62</td>
</tr>
<tr>
<td>$10K+</td>
<td>401</td>
<td>1.1%</td>
<td>$3,005,410</td>
<td>35.8%</td>
<td>88</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>9,097</td>
<td></td>
<td><strong>$8,390,692</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- 41.9% of 
- 2.6% of $$
Wrong: “Any change in address since your last visit?”

Right: “To ensure we have your information correct so we can accurately bill your insurance, we need to confirm a few pieces of information.”

“In the event we need to send you information via mail, where do you receive your mail?”

“What is the best phone number to reach you?”
Keys to a Successful POS Process (Phone or Face to Face)

1. **Identify patient by name**: Everyone loves to hear their name.
2. **Identify yourself by name**: Build rapport.
3. **Thank them for choosing your facility**: Acknowledge the trust they have placed in you for their care.
4. **Take care of registration details**: Key elements here.
5. **Present patient with their financial responsibility and ask for payment in full for the amount owing and deliver options for payment and ask them which they will be using**.
How to ask for the money

“Hi Mr. Smith My name is Rick. Thank you for entrusting us with your care today. Your balance due today is $150. For your convenience, we accept cash, check or credit/debit card, which will you be using today?” (Smile on your face 😊)

- Acknowledge the patient by name
- Introduce yourself
- Thank them for choosing you
- State your expectation
- Key!!! – Give them their choices. Of which all support your objective.

Asking for Payment is normal and expected by the patient!
Collect More, Responsibly

- Psychological pause: give the patient time to think/ process the expectation you just set.

- Determine the problem or main concern the patient has

- Find an attainable solution. Payment arrangement, FA, etc...

- Thank the patient and answer any remaining questions

- Evaluate yourself:
Training Tool for Your Staff

Point of Service Collections
A guide to handling patient discussions
"Just Send Me a Bill"

- We request payments at the time of service.

»» Paying at the time of service helps us avoid additional costs, which ultimately saves you money.

»» Plus it lets you take care of payment now rather than worry about a bill later.

»» For your convenience, we accept all forms of payment including cash, check and credit/debit cards. Which payment option will you be using today?
Best Practice #5

Ask Your Collection Agency (Leverage All Partnerships!)

Your collection agency should proactively help you REDUCE the amount you send to Bad Debt.

- Frequent missed information during registration?
- Supplying you with updated addresses and phone numbers
- Missed or inaccurate insurance coverage
- Patients who should have been enrolled in Financial Assistance
Receive Free Materials for Your Team

Financial Assistance FAQ's and Instructions

Who qualifies for financial assistance?
Eligibility for financial assistance is primarily determined by family size and gross annual household income, but may include other factors in accordance with our financial assistance policy.

What information do I need in order to apply?
The online application will require contact, employment, income, and dependent information, along with supporting documents such as proof of income.

Does my whole family need to apply, or just me?
If you qualify for financial assistance, all dependents will automatically be included based on the information you provide in your application.

Is financial assistance similar to insurance?
No, this program is not about insurance. It is part of our mission to support our community. Financial assistance is offered to help eligible patients pay the costs that are not covered by their insurance.

How can I find out more?
Online screening is available by visiting [Sample Hospital's website] or calling [Sample Hospital's phone number].

How to Apply for Financial Assistance

Scan Code to Begin
Visit [Sample Hospital's website] to Complete the Online Form.
Upon Approval, Submit Completed Application.
You will be notified when review of your application is complete.
Collect More, Responsibly

Questions?

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VP of Recovery Services
dcook@ar-solutions.biz
(855) 392-8636