

CUSTOMER STORY



A non-profit community-directed health system serves patients in fourteen counties throughout Wisconsin and Michigan.

M THEIR MISSION:
We heal people, promote health and strengthen communities

V THEIR VISION:
To be a catalyst for creating healthy, thriving communities, trusted and engaged above all others

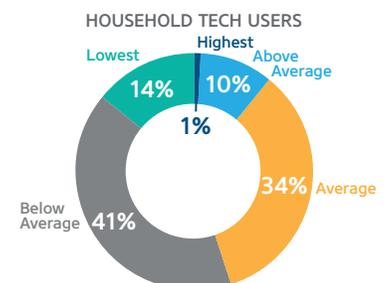
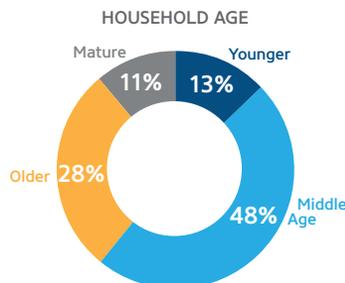
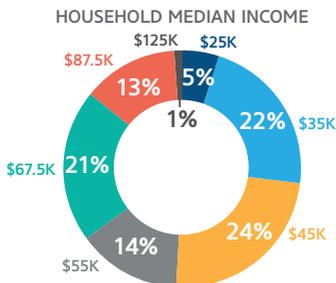


The Organization

- Sends an average of 45,000 patient statements per month
- More than \$775M in revenues
- 8 hospitals
- More than 50 clinic locations, and other specialties
- High-quality, affiliated physicians



Their Patients



The Business Challenge

This community-directed health system, based in Wausau, WI, was using a custom statement design, and considering a move to Epic SmartText as part of an organizational effort to use everything Epic. That introduced some challenges, including the expense of a 2-page statement for every patient, less versatility in the messaging on each statement, and time and effort required to support changes.

Furthermore, patients utilized payment plans, but patients weren't consistently adhering to the terms or due dates they had committed to, which added cost and presented revenue collection challenges.

Overall eStatement and ePayment adoption wasn't where they wanted it to be. They knew they could do a better job of inspiring patients to utilize the electronic tools they had invested in.



The Solution

With a goal of increasing online adoption and payment plan adherence, as well as reducing the overall cost to collect, this health system worked with RevSpring (formerly Apex Revenue Technologies) to implement the behavioral analytics platform, with dynamic, personalized statement messaging.

Their electronic adoption goals presented some challenges, given a notably lower average technology propensity of their patient population. So a targeted, multi-channel approach was critical.

Patient Engagement Strategy

To achieve their objectives, the patient engagement campaigns match the profile of the patient to their unique situation, targeting specific actions to individual patients to improve results. Profile parameters include:

- Cycle
- Balance
- Age
- Payment plan status, including new charges and reminders about good faith payments
- Status of enrollment in online payment tools, including statements and stored card
- MyChart activation status

They extended their targeted messaging to the online patient experience, including eStatement promotions on their website and payment confirmation page.



Voice of the Patient

Patients responded with high praise:

You have one of the best systems. It is clear and easy to see and very user friendly.

Love not having to sign in with a user name and PW. Thank you for making life easy!

Fast and easy. No login required. Nice for those of us who work full-time and arrive home after your customer service people are gone.

Clear, concise and freaky fast... nicely done!



The Results

As a result of a highly dynamic, personalized approach to financial communications, and a focus on consistent messaging across channels, this health system has enjoyed the following improvements against their key goals:

- 65% increase in online payments
- 64% increase in dollars collected online
- 114% increase in eStatement adoption
- 8% increase in statement suppression, reducing print and mail costs

