

CUSTOMER STORY



Founded in Green Bay, Wis. in 1996, a leading healthcare organization in Wis., along with other leading hospitals in Wisconsin, provide access to care, including more than 60 specialty areas.

They recognize that every patient's situation is different and strives to offer flexible payment options to meet the needs of their patients.

M THEIR MISSION:

Care for people with passion, pride, and respect

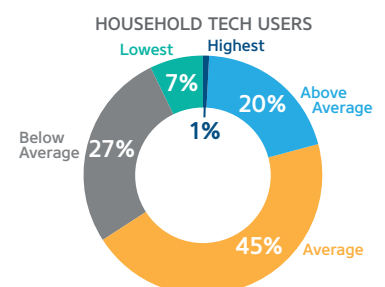
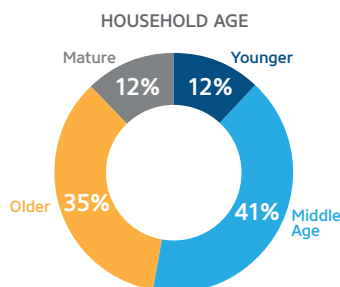
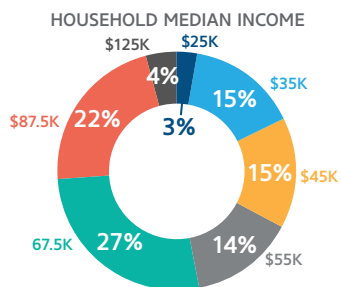


The Organization

- Sends an average of 35,000 patient statements per month
- 80 locations
- 200 physicians



Their Patients



The Business Challenge

This organization was using a custom statement design that was not driving the experience their patients sought or the payment results the organization envisioned. Despite their goal of connecting patients with payment options that fit their situation, patients were not utilizing the payment tools they had invested in. The patient experience was entirely disconnected.

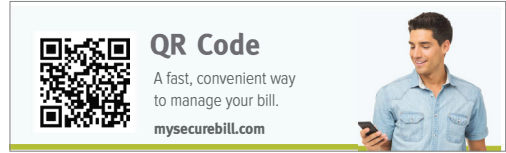
Messaging changes on the patient statements, which made the connection between the patient's bill and the online payment experience clearer, yielded some immediate results—inspiring the organization to take the next step with more targeted, graphical messages designed to optimize payment results.



Patient Engagement Strategy

This organization’s specific goal was to improve electronic adoption and online payment performance. To achieve that goal, their revenue cycle team worked with RevSpring (formerly Apex Revenue Technologies) to implement the behavioral analytics platform, featuring a targeted messaging campaign, varied by cycle and balance, to encourage online adoption.

Like many providers, they chose a staged approach to improving the billing and payment experience for their patients. With planned, incremental changes over time, the organization sought to improve financial results in district areas, and leverage those results to justify future engagement strategies.



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A fast, simple, secure way to make a one-time payment.

Financial Assistance
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The Results

As a result of a more strategic messaging approach, this provider has enjoyed a significant lift in payment performance:

- 97% increase in online payments
- 83% increase in dollars collected online
- 98% increase in eStatement adoption
- 36% increase in eStatement suppression, reducing print and mail costs

