

CUSTOMER STORY



Open since 1928, Halifax Health is a Florida-based healthcare system committed to providing high-quality health care and state-of-the-art technology, including a 678-bed hospital in Daytona Beach. They recently made major steps towards increasing digitization through online billpay and e-statements to meet patient needs. This made the billing experience more convenient and successful for both patients and providers.

M THEIR MISSION:
Support state-of-the-art healthcare for present and future generations in our community

V THEIR VISION:
Employ highly trained and caring people, have modern and efficient facilities, and incorporate cutting-edge procedures, equipment and technologies



**HALIFAX
HEALTH**

The Organization

- Health system supporting Volusia and Flagler Counties, Florida
- 758 beds
- 2 hospitals
- 330 physician group practice
- 30K patient statements per month



The Business Challenge

As the healthcare industry heads towards increasing digitization, more organizations are realizing they must embrace these technologies if they want to meet patient needs and make the billing experience more convenient and successful for both patients and providers.

Halifax Health had worked with a vendor for statements, but they could not provide Halifax Health with the e-statement and online bill pay functionality they wanted. In their search for a new vendor, Halifax Health came upon RevSpring (formerly Apex Revenue Technologies). This Minnesota-based company provides back-end patient revenue cycle solutions that include mySecureBill®, an online billing portal for patients that offers online payments and e-statements, and myEasyView®, an online portal for billing support staff that offers unique patient account visibility and payment capabilities to enhance patient financial engagement.

Halifax Health put RevSpring through the thorough vetting process that they have in place for vendors. This included multiple on-site demonstrations by RevSpring and intensive meetings among Halifax Health stakeholders. Ultimately, it was decided that RevSpring was the best fit for the health system.

“It was the customer support, it was everything that we needed for a facility of our size,” says Matt Kollar, Halifax Health’s Manager of PBFS Business Applications. “Everybody involved decided it was the best product for us.”



“RevSpring stood out in what they could provide to us. It was a great value.”

–Joni Rahn
Director of Patient Financial Services
at Halifax Health

The Solution

RevSpring implemented several services for Halifax Health:

- Delivery and composition of patient statements and letters for both hospital and physician care
- Returned mail services, which was a significant undertaking given Halifax Health’s large population of homeless patients
- Redesigned billing statements to change the position of credit card messaging to the back, and therefore encourage more patients to pay online
- A mobile payment option so that patients can scan a QR code and be taken right to the payment screen without having to enter any login information
- Online statement and bill pay features with mySecureBill®
- Remote bill viewing and payment tools with myEasyView®

During the project implementation, a representative from RevSpring held weekly calls with Halifax Health to ensure that everything was on schedule. The applications are so user-friendly that on-site training was not necessary. RevSpring trained remotely and provided detailed documentation so that training could also be conducted internally at Halifax Health.

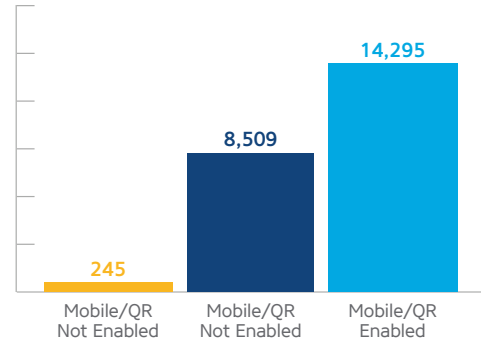
After implementation, Halifax Health’s patient statements included new messaging to promote online payments and e-statements. If the patients choose to use either service, they simply visit the Halifax Health-branded mySecureBill® portal where they have the option of paying their bill without creating an account or they can create an account which gives them the ability to enroll in e-statements, view current and historic statements, and view historic payments. If a patient has lost their statement and wants to make a payment without creating an account, they simply need to enter their unique myEasyMatch® document code, which then provides an extremely user-friendly payment experience with pre-populated payment screens—if a patient does not have their statement, they can enter the account number instead.

If a patient mails a check payment, these payments are routed to Halifax Health’s lockbox, allowing them to electronically post a file from the bank, streamlining the back-end process. The redesigned statements include an OCR scan line in the address window for easy lockbox processing.

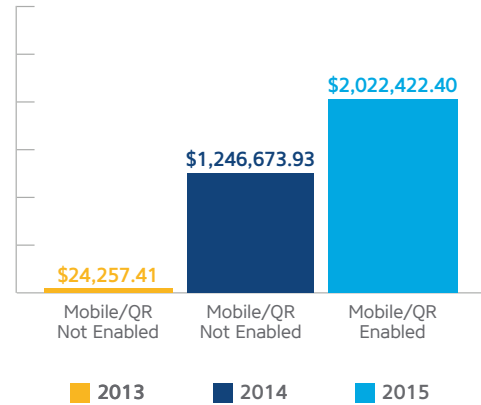
Along with redesigning their statements and implementing online billing tools for patients through mySecureBill®, Halifax Health also implemented RevSpring’s myEasyView®. myEasyView® allows customer service staff to see a bill as the patient would see it—a capability Halifax Health did not have previously—making it easier to answer any questions a patient may have about their bill. While in myEasyView®, customer service staff can also take payment from patients over the phone and even set up recurring payments if they choose. “Our staff loves it because they can pull up the patient statements, and it helps them communicate better with patients on their questions,” Joni Rahn, Director of Patient Financial Services at Halifax Health, says. “They can just go ahead and help the patient pay their bill online while they’re on the phone with them.”

Online Payments Made By Patients Through Apex

Number of Payments



Payment Amount

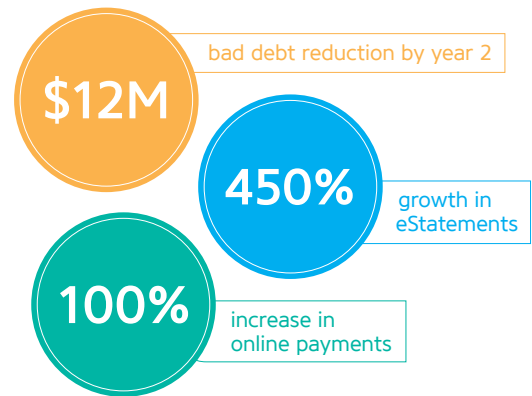


*Partial year with Apex

The Results

- 450% growth in eStatements
- 100% increase in online payments
- 5% bad debt reduction in 1st year
- \$12M bad debt reduction by year 2

To stay competitive and provide the best experience for patients, it is necessary for healthcare organizations to embrace the services that companies like RevSpring provide. In the modern age, patients will not have ideal experiences if they find that a healthcare organization does not have e-statements or online bill pay. Beyond this, the simple convenience these services provide can only serve to bolster patient satisfaction and streamline a healthcare organization's billing function.



“I can tell you that when we had an issue our email went out at 9:03 a.m., and I had a response and solution by 9:57. It was done. RevSpring customer service has always been stellar and receptive if we didn’t understand something or we needed clarification. Everything is always handled professionally and in a timely manner.”

–Matt Kollar
Halifax Health’s Manager of PBFS Business Applications