

# CUSTOMER STORY



NorthShore University HealthSystem is an integrated healthcare delivery system, including four hospitals in the Chicago area.

NorthShore is ranked as a top 15 Teaching Hospital in the U.S. and excels in medical education and research. They are recognized by many national organizations for being one of the first in the country to implement the Electronic Medical Record (EMR) system.

**M THEIR MISSION:**  
Preserve and improve human life

**V THEIR VISION:**  
Provision superior clinical care, academic excellence and innovative research



## The Organization

- Illinois Health System
- 4 hospitals
- 900 beds
- 900 physician group practice
- Annual revenue of \$2.1 billion
- University of Chicago School of Medicine teaching affiliate
- 105K Patient statements per month



## The Business Challenge

Patient billing is complex by nature—there are many factors that dictate how charges are billed. A national study conducted in 2015 showed that 20% of patients were not satisfied with billing simplicity and 22% were not confident with accuracy of their statements. This lack of confidence poses a large threat to bad debt for healthcare providers nationwide, especially in an era of rising patient balances. In addition to making patient billing charges more cohesive through the new Single Billing Office solution—which combined all lab, anesthesiology, professional, and hospital claims into one single balance at the guarantor level—NorthShore needed to further develop a strategy specific to statement and payment solutions to improve patient payment results and the overall financial experience for their patients. NorthShore also understood that many patients are struggling financially, and so it was of high importance that they find a solution that helps them communicate in a more compassionate way to their patients.



## The Solution

RevSpring (formerly Apex Revenue Technologies) provided a solution that gave NorthShore flexibility in editing their statement messaging, secure electronic statements, and intuitive online payment functionality that was integrated with their practice management and patient portal systems.

The facility worked with RevSpring to develop new patient statements, migrate all printing and mailing of statements and letters to RevSpring's production facilities, and implement RevSpring's online billing features with a single-sign-on (SSO) connection to their patient portal. The new statements provided more clarity in the charges listed and amount owed by

the patients, and actionable messaging that better promoted their online billing options. The billing features powered by RevSpring’s mySecureBill® technology extended mobile payments, online payments, electronic delivery of statements, and access to billing history directly to NorthShore patients in their NorthShore Connect account—providing a better experience for the patients and higher enrollment rates for NorthShore.

Additionally, NorthShore utilized RevSpring’s recurring payments technology in myEasyView® for the facilitation of payment plans, allowing the facility to keep payment plans in-house and maintain control of the financial care and support their patients were receiving. NorthShore later added RevSpring’s quick-pay option via mySecureBill® that allows patients to make a payment without creating or logging into a NorthShore Connect account. This functionality made online payments more accessible to more patients.

NorthShore worked closely with RevSpring to enhance their patient messaging strategy via the behavioral analytics platform, which delivers more targeted messaging campaigns for a more tailored and more successful patient financial engagement strategy. Five primary goals were developed—with proposed solutions—that would have a significant impact on the organization’s financial health and adhere to their high standards of patient support and empathy:

- Improve the total amount of dollars paid per patient statement
- Improve the number of payments made on first cycle charges
- Promote payment plans to those that cannot pay
- Increase e-payments made directly by patients
- Target smaller balances that are more feasible to pay, specifically for balances less than \$250

In addition to the strategic messaging campaigns, the following changes were applied to the statements to enhance their clarity and understandability:

- A status column was added so patients know what charges are late and what are current
- Payment plans with new charges were outlined so that new charges that are not on a payment plan can be addressed

Also, messaging on the website, on the payment portal, and in patient emails was enhanced to provide a more cohesive online experience for patients.

*“Patients are having trouble paying... We need to listen as providers and set up payment plans. There are dozens of vendors out there that would take the outstanding balances for a contingency rate which would perhaps be a more expensive and less compassionate way of doing it—so we brought it in-house.”*

–Brian Washa  
Senior Vice President of Business Services at NorthShore

## The Results

- 10% decrease in costs
- 25% increase in Patient Revenue
- 34% decrease in net bad debt
- 17% increase in payment plans

