



# Improving Patient Satisfaction with Electronic Billing

---

Healthcare providers are continuously searching for ways to improve patient satisfaction.

What are the drivers that make the patient experience positive and increase the chances for patient loyalty, especially once the appointment is over?



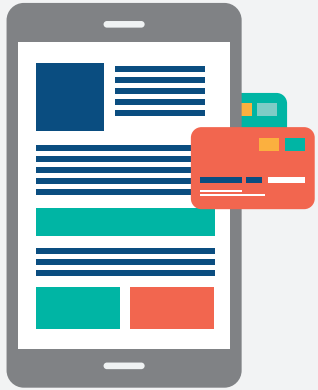
# The Benefits of Multichannel Bill Payment Methods

One of the most influential things providers can do is bring speed and security to their billing and collection processes. James Green, a national partner with Advisory Board’s revenue cycle management division, recommended healthcare organizations implement a revenue cycle workflow that includes multiple ways for patients to pay their bills.

Patients want omnichannel, or multiple ways to pay a medical bill, and they prefer making payments using credit and debit cards with a growing interest in mobile payment systems — also known as e-wallet systems — including PayPal®, Apple Pay® and Android Pay®.

According to the 2017 Black Book survey, 95% of patients writing checks would pay online if a payment portal for their provider existed.

In fact, **nine out of 10 consumers** want to pay their healthcare bills online. With an online payment portal, patients can use any internet-connected device, such as their smartphone, to make secure payments, look at their payment history and plans, and check their account balances.



But that’s often not the case for many patients. A 2016 InstaMed report showed that even though the demand for online payments is on the rise, the majority of consumers (86%) received their medical bills in the mail. Only 26% received an emailed bill, and just 22% received their bill at the point of service.



# Enhancing Patient Satisfaction and Customer Loyalty

So, how does electronic billing enhance patient satisfaction and customer loyalty? A 2017 study indicated 79% of patients are comfortable with providing their email address to a provider (HIMSS Analytics, 2017), which suggests patients have already adopted and accepted the use of electronic communications.

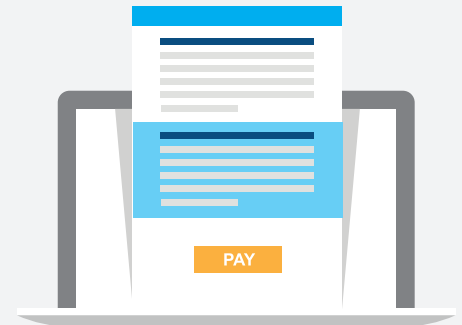
For many, e-billing streamlines the ability to self service their account online and reduces confusion of multiple bills and overlapping bills/payments.

Additionally, patients want the convenience of choosing their preferred modes of communication — they want less of a paper trail and the ease of receiving bill notifications and electronic statements quickly.



## PATIENTS AND PROVIDERS REAP THE BENEFITS OF ELECTRONIC DELIVERY OPTIONS

- They can view statements and make payments at their convenience, not during office hours.
- Immediate payment and statement availability for providers.
- Efficient access to statements for caregivers of adults who live apart.
- Reduction in staff time spent on calls and during office hours for statement questions and payment



*Moreover, according to the 2016 Fiserv Annual Consumer Billing Household Survey, **66% of consumers** surveyed said receiving electronic bills **increased their satisfaction** with billers, while another 36% said it makes them less likely to switch to a competitor.*

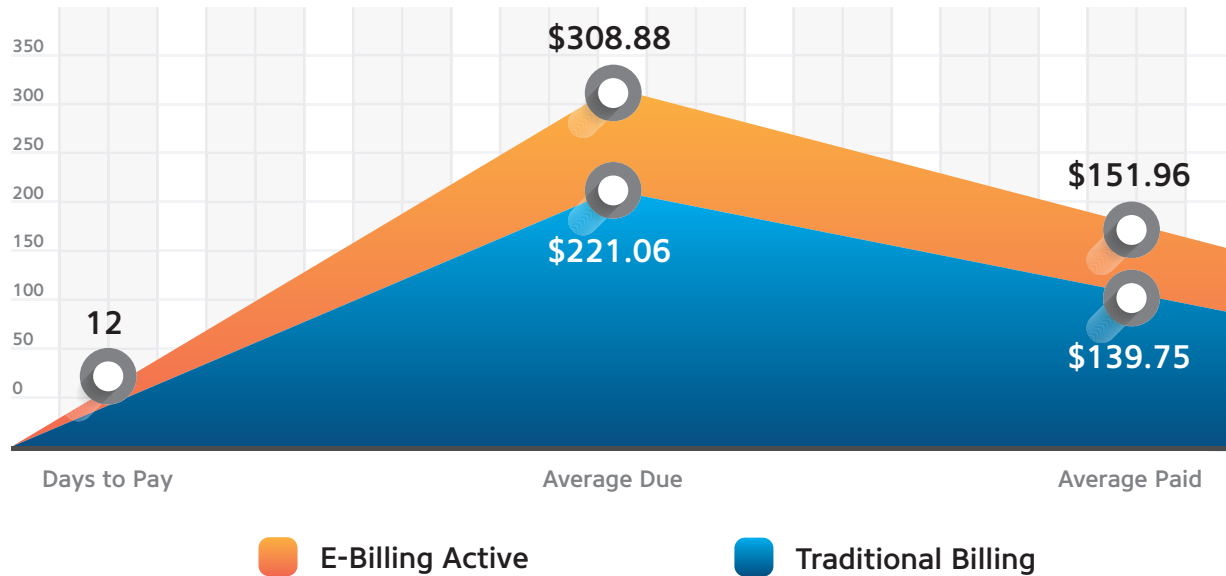


## Maximize Your E-billing Program

There are several key factors to consider when your facility or organization is interested in patient-centric revenue services:

1. E-billing provides access to electronic or paper statements based on preference.
2. The ability to automatically follow up on undeliverable electronic statements with paper statements in the next dunning cycle.
3. Secure, compliant transaction and storage solutions to protect your patient information.
4. Delivery options optimized for patient engagement and response.

Over 70 percent of providers stated it takes more than one month to collect outstanding payments from patients, and they expect to recover only 50 to 70 percent of the balances due. However, a recent analysis of RevSpring Intelligent Workflow Solutions (IWS) clients showed that patients enrolled in e-billing make higher average payments than those using traditional mail statements, even though the balances may be higher for those enrolled in e-billing.



## RevSpring Can Help

The best way to improve patient satisfaction (and loyalty!) and boost payments received is to remove barriers. Why make paying bills harder than it has to be? RevSpring’s IWS solution presents an optimal single platform solution for integrating billing communications, payment channels, and increased patient engagement. We empower your patients to make self-service payments quickly and securely from any location. [If you’d like to learn more about our comprehensive patient engagement and billing solutions, we’d love to help you. Request a demo to see how we can help your organization meet its goals.](#)

RevSpring is a leader in patient communication and payment systems that tailor engagement touch points to maximize revenue opportunities in acute and ambulatory settings. Since 1981, RevSpring has built the industry’s most comprehensive and impactful suite of patient engagement, communications and payment pathways backed by behavior analysis, propensity-to-pay scoring, intelligent design and user experience best practices.

RevSpring leverages “Best in KLAS” software and services to deliver over 1 billion smart medical communications each year that drive increased patient engagement and payment rates.

Disclaimer: The contents of this resource are not intended to serve as legal or any other advice.