

CUSTOMER STORY



A world-renowned health care provider and insurer, Pittsburgh-based UPMC is inventing new models of accountable, cost-effective, patient-centered care.

Consumerism in healthcare is a top priority for UPMC, which influences its revenue cycle agenda. By better understanding their patients, this top system was able to provide an improved, more personal financial experience and drive marked improvements in financial results.

M THEIR MISSION:
To serve their community by providing outstanding patient care and to shape tomorrow's health system through clinical and technological innovation, research, and education

V THEIR VISION:
To lead the transformation of health care

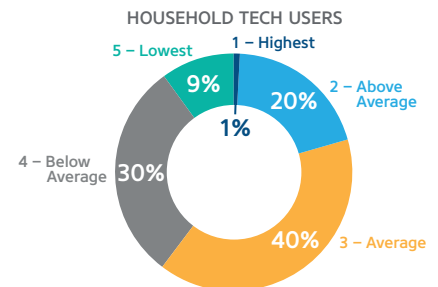
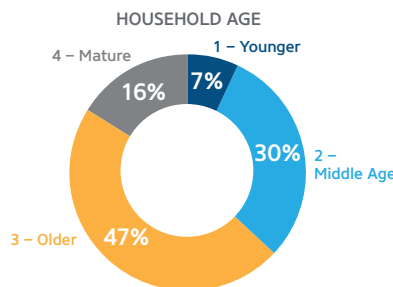
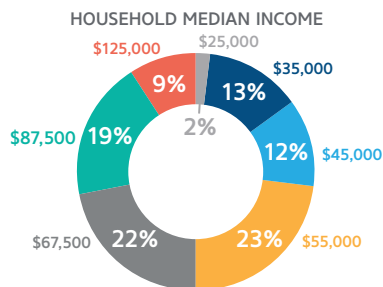


The Organization

- 310,000 inpatient/observation visits, and more than 4 million outpatient visits per year
- Sends an average of 360,000 patient statements per month
- \$14B in annual revenues
- 30 hospitals
- 600 doctor's offices and outpatient sites
- 5,700 affiliated physicians, including 3,800 employed by UPMC



Their Patients



The Business Challenge

UPMC wanted to improve their patient experience by eliminating the inconsistencies between hospital and physician statements, and providing a more modern, seamless online billing experience. From a financial standpoint, the company sought a new approach that would improve revenue performance without increasing costs.

UPMC has a diverse patient population, including an older population and relatively high percentage of patients who are less inclined to use technology. Still, their goal was to improve payment performance online, including via mobile phones, by offering more modern conveniences to patients who were likely to use them.



The Solution

UPMC worked with RevSpring (formerly Apex Revenue Technologies) to create a new patient statement that uses dynamic messages—different messages for different subsets of patients—to personalize patient communications.

“There isn’t one ultimate solution for patients to handle their healthcare-related financial responsibilities,” says Luke Foust, director-system development, UPMC Revenue Cycle. “We have to continue to find new and innovative ways to service customers in the ways that they’ve come to expect from other retail-related markets.”

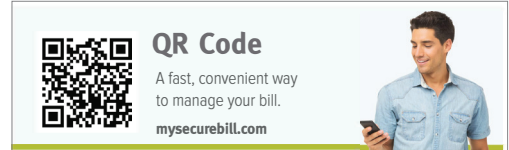
Patient Engagement Strategy

To drive engagement, UPMC categorizes patients in a variety of ways, including the following:

- The amount due
- Past-due account status
- Technology adoption
- If amount owed is deductible or coinsurance
- Payment plan status

Messages are dynamically populated on each statement to support the goals of UPMC, based on what we know about each patient:

- Patients with low balances might receive a statement promoting UPMC’s quick pay options, which allows patients to make a fast and easy payment without logging in
- Patients with large balances, or aging balances, receive a statement reminding patients about UPMC’s no-interest payment plans
- Technically savvy patients might respond to statements that promote a QR code to make a secure mobile payment in just a few clicks
- Patients who do not have a MyUPMC (Epic MyChart) account are encouraged to create one
- Those who do are encouraged to pay through the patient portal



QR Code
A fast, convenient way to manage your bill.
mysecurebill.com



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

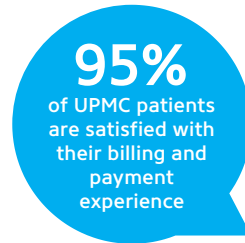


Financial Assistance
Contact us to see if you qualify for financial assistance at 651.287.8200 or online at mysecurebill.com

Voice of the Patient

95% of UPMC patients are satisfied with their billing and payment experience. Here are some comments:

- Easiest to use of any that I have ever used.*
- Billing experience has been greatly improved over past billing process.*
- A very easy online payment option. Concise and to the point.*
- I like that it was prepopulated, very good design.*



The Results

As a result of tailoring its approach, UPMC saw increases in online payments and mobile payments.

- 52% increase in online payments
- 21% mobile payment rate; 30% via QR code
- 8% reduction in print production, a savings of approximately \$250,000 annually

