

CUSTOMER STORY



UW Health is the integrated health system of the University of Wisconsin-Madison—governed by the UW Hospitals and Clinics Authority, and in partnership with UW School of Medicine and Public Health.

UW Health is highly recognized and rewarded facility, including U.S. News and World Report's *America's Best Hospitals*.

M THEIR MISSION:
Advancing health without compromise through service, scholarship, science and social responsibility

V THEIR VISION:
Remarkable healthcare

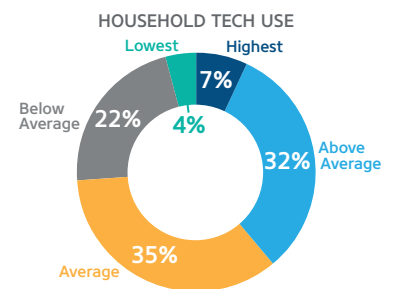
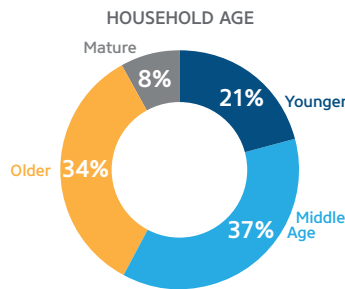
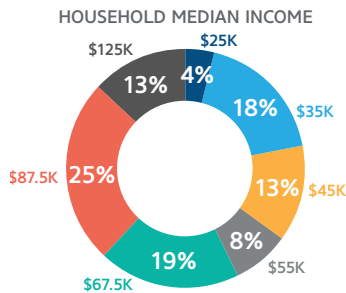


The Organization

- Provides care for more than 600,000 patients each year
- Sends financial communications to 50,000 patients each month
- \$3B in annual revenues
- 7 hospitals
- 87 outpatient clinics
- 1,500 employed physicians



Their Patients



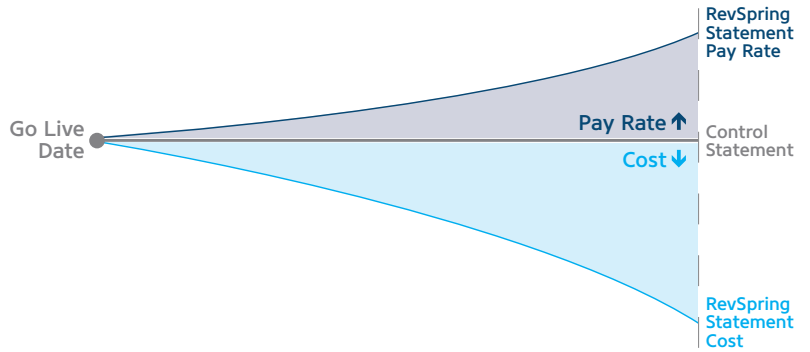
The Business Challenge

- Align the patient financial experience with the mission-based goals of the care facilities
- Key initiatives focused on revenue acceleration, avoiding write-offs, and patient experience
- As a cost-control measure, UW Health was down the path of migrating to the Epic RTF statement platform and design
- Single business office (SBO) initiative for statement consolidation
- Require expert support / flexibility with Epic technology
- Fixed budget



The Solution

- RevSpring (formerly Apex Revenue Technologies) Connect Patient Financial Engagement platform
- Dynamic, personalized campaigns
- Data-driven strategy also fit their goal of creating solutions that support continuous improvement
- RevSpring established an A/B test environment to clearly demonstrate results and support the UW Health business case justification for future budget




Patient Engagement Strategy

RevSpring worked with UW to categorize patients based on based on historical, financial and behavioral characteristics:


- | | |
|-----------------------|-----------------------------|
| • Age | • Delivery preference |
| • Billing cycle | • Channel history |
| • Payment plan status | • myChart enrollment status |
| • Dollar balance | • Wealth/income |

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

- | | |
|---|-----------------------|
| • Add new charges to payment plans | • Drive to pay online |
| • Enroll in recurring payments/ payment plans | • Adopt eDelivery |
| • Apply for financial assistance | • Enroll in MyChart |



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

The Results

