

# Active Patient Engagement™ – Targeted Interactions That Drive Financial Success

How utilizing data and analytics to create account segmentation and workflow automation within your revenue cycle increases cash flow

The healthcare marketplace is constantly changing and in flux. With new regulations, requirements, changes in reimbursement, etc., healthcare systems are looking for new ways to update their revenue cycle management (RCM) processes. Healthcare organizations know they need to move to a more consumer-centric mindset, but how do you actively engage your patients while controlling costs? And more importantly, how do you apply a more effective engagement strategy and still get a patient to act on their payment obligation?

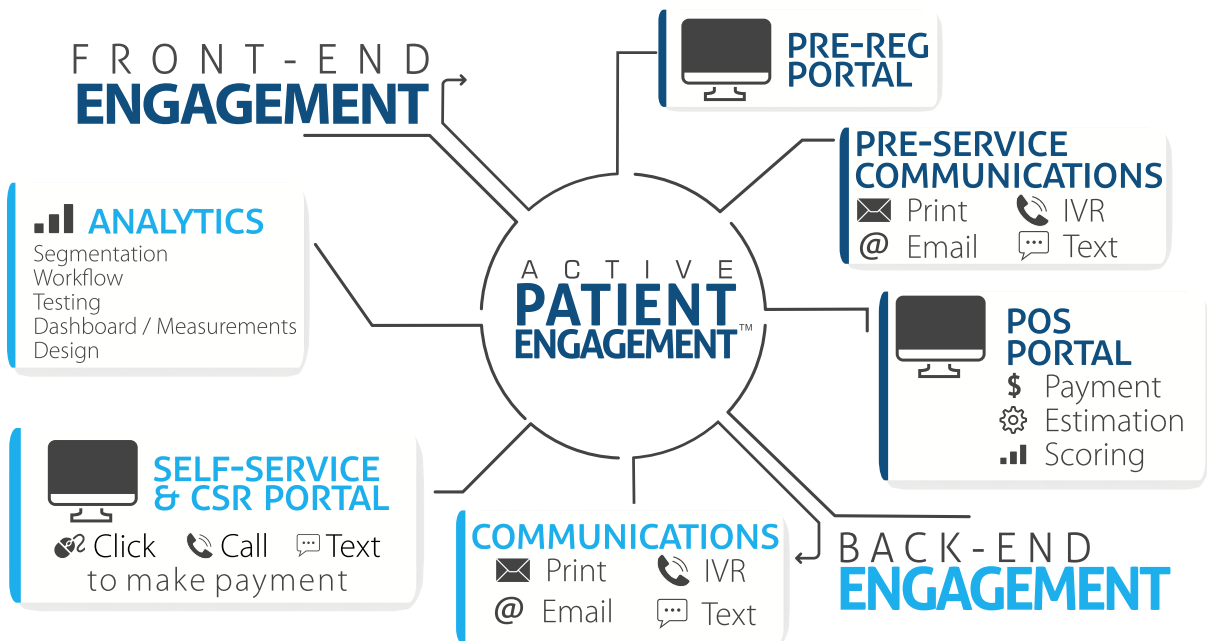
By sending the right message, at the right time, via the communication medium the patient prefers. For RevSpring, this philosophy is at the core of their Active Patient Engagement™ strategy, and the key to building a successful revenue cycle process. The company is

focused on combining analytics with communication and payment strategies helping healthcare organizations work smarter to produce better financial results. By creating data-driven, workflow automation, RevSpring creates communication strategies that better meet healthcare organization's business goals by connecting with the patient in a more meaningful way – a different approach than other RCM vendors. The question they ask and answer are focused on the patient. For instance, how does an organization communicate with a patient, and how does that communication impact the patient experience? In fact, with these questions in mind along with their experience, and big data resources, RevSpring will launch an analytics-based communications, workflow and payment platform this year that will provide organizations with a seamless approach to managing their RCM process.

## IMPROVING THE RCM SPACE

“Patient engagement is an evolving trend, and it has become important for healthcare providers to consider how to effectively communicate with patients at every point in the revenue cycle,” says Marty Callahan, senior vice president, Healthcare Solutions at RevSpring. Quality is driving satisfaction in healthcare, he explains. This means that consumerism in healthcare is driving more of the bottom line financial impact because patients have more at stake in terms of their personal financial responsibility and the choice of where they spend their healthcare dollar.

Historically, there are more tools and systems in place that utilize clinical data after an appointment. For instance, as a patient, you might receive a communication referencing a recent encounter regarding adherence for follow-up care or prescriptions. However, there are few tools and systems in place that engage the patient



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population on the business side – before, during and after an appointment. Hospitals want patients to be more engaged from a financial aspect, but they are in need of the appropriate solutions to accomplish this task.

Hospitals need to know how and in what way is best to follow up with a patient, and how can the cost model be improved at the same time. How do you capture data, measure it and improve processes based upon that data? How does patient communication preference improve response, and do patient self-service tools lead to increased interaction – i.e., a faster response or action taken by the patient to resolve their financial obligation?

RevSpring excels at answering these ever-present needs because the company’s solutions are focused on “overcoming the barriers to patient payment.” Whether it is applying data analytics, utilizing patient-centered communications or engaging with multi-channel payment applications to enhance healthcare organization’s revenue cycle performance, RevSpring accomplishes this with automated, data-driven solutions.

#### A NEW AUTOMATED SOLUTION

RevSpring’s end-to-end integrated solution for the healthcare industry allows hospitals to manage patient responsibility with a technology platform that engages the patient from pre-registration to point of service to post-visit/encounter. Instead of managing multiple vendors to handle information and patient interactions at different points within the revenue cycle, RevSpring provides a solution that automates the revenue cycle business process – improving results and consolidating vendor relationships. “There’s nothing like this in the marketplace today,” says Callahan.

Prior to a patient’s visit, a patient can update their profile with their personal information and preferences. Once completed, the solution sends an integrated, bi-directional appointment reminder via the preferred patient communication medium, which then can be confirmed, declined or rescheduled and automatically sent to the healthcare provider’s scheduling system. From a revenue standpoint, the ability to automate this process is crucial because a no show equals lost revenue.

#### Point of Service

- One of the main distinctions of RevSpring’s solution is it bridges the common gap between front-end and back-end patient engagement that exists in healthcare RCM today. At the point of service, providers are not only notified when to collect and process

insurance co-pays, collect previous unpaid balances, or provide payment plan options – but based on specific business rules and filters, automated workflows are set to send the optimal follow-up communication(s) to patients post-discharge.

#### Discharge

- Once a patient leaves, how does the hospital continue to communicate with him or her? This question is critical to a hospital’s revenue cycle as well as to the overall patient experience and satisfaction.

As mentioned previously, a patient provides personal information and communication preference during pre-registration or point of service. Once this data is gathered, financial segmentation via predictive scores is applied (who is likely to pay or might be eligible for financial assistance) along with an analysis of the patient’s preference and their previous responses to communications, follow-up notifications and reminders of their financial responsibility are sent via email, a phone call, text or through physical mail. Surveys are also made available to measure and improve patient satisfaction.

Ultimately, all this information leads to more defined workflows and robust patient profiles that will continue to provide insight and trigger process improvements over time.

#### THE POWER OF ENGAGEMENT

When hospitals communicate messages at the right time with the right tools, using the right medium and message, patients’ satisfaction increases because they are engaged in the most effective manner. “When you give patients choices and efficient, simple to use self-service tools,” explains Callahan, “they will make more informed decisions and respond quicker.” Patients gain a clear advantage but so do hospitals. For instance, because of the automation and measurement that is provided by the RevSpring solution, hospitals don’t have to give up control of their brand and patient relationships to third parties, and they don’t have to expend additional financial resources to hire more staff.

Ultimately, both sides benefit from RevSpring’s Active Patient Engagement™ solution. Once data is captured and filtered through a single channel with established preferences, patients are engaged throughout the revenue cycle and hospitals spend less time on external issues, which often create more costs. With a keen focus on data, communication and revenue, RevSpring continues to be a leader and innovator in the healthcare marketplace.



For more information on RevSpring’s integrated communication and payment solutions, please visit [www.revspringinc.com](http://www.revspringinc.com).