



# RevSpring Helps Billing Company Streamline Collections, Increase Revenue for Radiology and Imaging Clients

## THE SOLUTION

Automated outbound calls are used for:

- Collections
- Bad Information
- Appointment Reminders
- Clinical Reminders
- Pre-Registration
- Denied Claims
- False Self-Pay

*Our client experienced a 50% decrease in bad debt on gross charges with RevSpring's outbound IVR.*

– Steve Pariseau, Senior Operations Manager – California Medical Business Services

California Medical Business Services (CMBS) is a management organization that provides billing and coding services to a group of radiology clinics in California. Their mission is to help their clients reduce costs and maximize revenue, streamline operations and improve customer service to their patients. Because of the nature of radiology referrals, their clients often provide services without an established patient relationship, which can make the self-pay portion of the bill difficult and expensive to collect.

When Steve Pariseau, CMBS's Senior Operations Manager came on board, the self-pay portion of his clients' patient accounts was 2-3% of collections, with A/R percentages steadily growing. Billing staff members at each clinic were focused on working insurance claims and accounts with higher dollar balances.

"Without an efficient, cost-effective way to reach patients with smaller balances, our clients were leaving a lot of money on the table," said Pariseau. "They needed to find a way to interact with patients that encouraged them to pay their balance due or set up a payment plan." The practices had explored other solutions, including impersonal phone trees and collection agency options, which were expensive and ineffective. Pariseau turned to RevSpring based on a referral from a colleague.

## Dramatic Results With Revenue Cycle Management Tools

Since implementing RevSpring's outbound IVR, CMBS's clients have had a 15% increase in daily payments and a 20% decrease in bad debt write-offs. According to Pariseau, the practices have virtually no A/R over 120 days old. Their staff members no longer need to call patients to simply inform them of a bill. Instead, they call patients to discuss how and when the bill will be paid. Pariseau also reports that the cost of sending paper statements has been reduced by one-third.

CMBS's radiology clients often receive faulty information from referring hospitals, resulting in delayed claims processing or even written-off charges. Using outbound IVR, they now make proactive contact with patients to get correct information - before the patient comes in for their next scheduled appointment. The result: 20% of patient accounts that may have been written off in the past for having no insurance are now able to be corrected and billed.

Six months after implementing RevSpring's outbound IVR, the practices began using it for appointment reminders. In the six-month period after implementation, their clients' no-show rates were reduced from 8% to 4%. Patients now know where to go,



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### THE RESULTS

- 15% increase in daily payments
- 20% decrease in bad-debt write-off
- Virtually zero >120 day A/R
- Paper statement costs reduced by 1/3
- No-show rate dropped 50%
- Fewer patients are sent to collections
- Increased business by 40% through clinical reminders

what to bring and how to prepare for their appointment. Or, they are given an opportunity to cancel or reschedule. The practices can spend more time providing health care instead of collecting paperwork.

“By varying the communications and staying connected, our clients are encouraging those who are willing to pay to settle their account. They are definitely seeing results,” said Pariseau. One of the imaging centers has experienced a 50% decrease in bad debt on gross charges.

### Addition of Clinical Reminders Adds More Value

“Initially, we focused our efforts with outbound IVR on helping our clients collect outstanding A/R balances from all of their accounts. After the success they experienced with the solution, we expanded to include appointment reminders and clinical reminders for important routine scans,” said Pariseau.

Working closely with insurance companies trying to be more proactive about keeping patients healthy, the radiology practices began using outbound IVR to provide courtesy reminders to patients about critical wellness exams, such as mammography. As a result, they are seeing a 40% increase in business. Patients are very happy to get these reminder calls, as it shows their radiologist is being a diligent, proactive guardian of their health. Insurance companies provide lists of who has not had the scan in the past 12 months, and outbound IVR takes it from there, contacting the patient three times to get the test scheduled.

According to Pariseau, RevSpring's technology has proven to be a cost-effective solution to delivering timely patient communications, and is flexible enough to support a variety of applications. With personal, pro-active customer service, RevSpring provides quick implementation and ongoing support.

### ABOUT REVSPRING

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.