PersonaPay™

Fit the Payment
to the Patient™

RevSpring™

Empower patients to pay precisely what they can, when they should, from anywhere

Balancing empathy for patients while maintaining the best payment outcomes takes some art and science. What if you could improve collections by having a precise communication approach for each patient and receive a higher rate of return? RevSpring's PersonaPay™ portal personalizes the payment experience for every patient, ensuring consistency at every touchpoint, through every communication channel. With a comprehensive approach to tailor payment options to the needs of each patient, PersonaPay delivers the most efficient, patient-centric way to increase payments.

RevSpring leverages what we know about your patients to predict likely payment outcomes. Our unique model drives the best payment outcomes—for your patients and for you—based on sound intelligence. This knowledge is then translated into action. For example, based on in-depth demographic data, PersonaPay has the knowledge to present one patient with a pay in full call to action, while another could be presented with flexible payment plans to ensure you are maximizing your receivables in the shortest possible timeframes.

Our new PersonaPay experience improves patient self-service with intuitive screens and precisely tailored payment pathways. We enhance the payment process which leads to more loyal patients who typically have multiple options of where to receive their care.

Benefits

- **Improve collections** by having a precise approach for each patient

- **Reduce customer service inquiries** by offering an intuitive and easy-to-use self-serve option

- **Increase personnel accountability** by offering the right payment options

- **Strengthen overall patient loyalty** by enhancing the payment experience with empathy

Features

FOR PATIENTS:

- **Clear payment options tailored to their unique needs**
- **An easy way to set-up and manage self-serve payments, payment plans, electronic statement delivery, and payment preferences**

FOR HEALTHCARE PROVIDERS:

- **Shows all patient touchpoints across channels**
- **CSR scripting for consistency and accuracy**
- **Integrated with major EMR solutions and RevSpring Merchant Services**
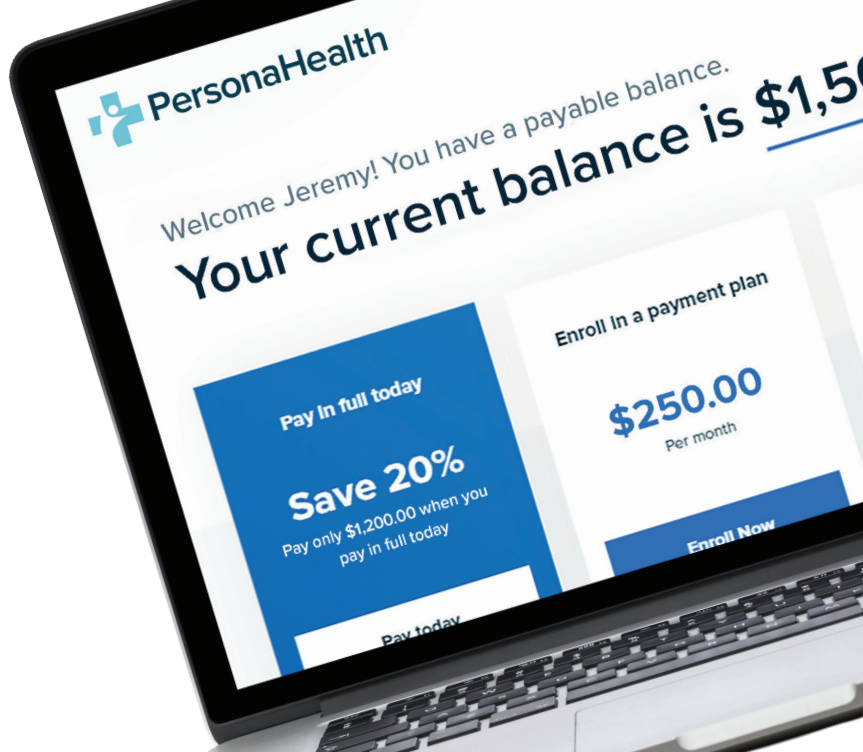
Additionally, what if you could arm your Customer Service teams with the same patient-specific insight? PersonaPay takes out the guess work for your personnel by showing them when a patient should pay in full, set-up a payment plan or offer financial assistance. We prescribe the same consistent plan at every touchpoint based on data we have on the patient. Your personnel has access to current account detail to better understand balances and payment activities across all channels between billing cycles. Dynamic scripting at their fingertips gives your personnel the insight they need to guide financial conversations for each patient.