

# RevSpring Architect™

Smart Patient Engagement



## Analytic Insights with Human Understanding

Patients today have many choices when they are selecting healthcare providers. Providing them with a sense that you “understand them” by personalizing their billing and payment experience will drastically increase the likelihood that they’ll pay their bill, and that they’ll choose your facility again in the future.

RevSpring offers an intelligent, behavioral analytics engine—RevSpring Architect™—that leverages patient data to automatically match financial conversations to each patient’s unique profile, substantially increasing payments collected, reducing costs and improving the patient experience.

Start delivering financial communications that are easy to understand, provide flexible payment options, and incorporate your branding and personalized messaging. We pay specific attention to patient needs to make sure that the most critical messages are appropriate and sure to be seen in the first few seconds of viewing the communication.

By developing our financial communications from a point of patient understanding, RevSpring helps you increase each patient’s likelihood to pay, carve out cost, and demonstrate to patients that you understand their needs and preferences—personalizing financial communications for a better experience, and better financial results.

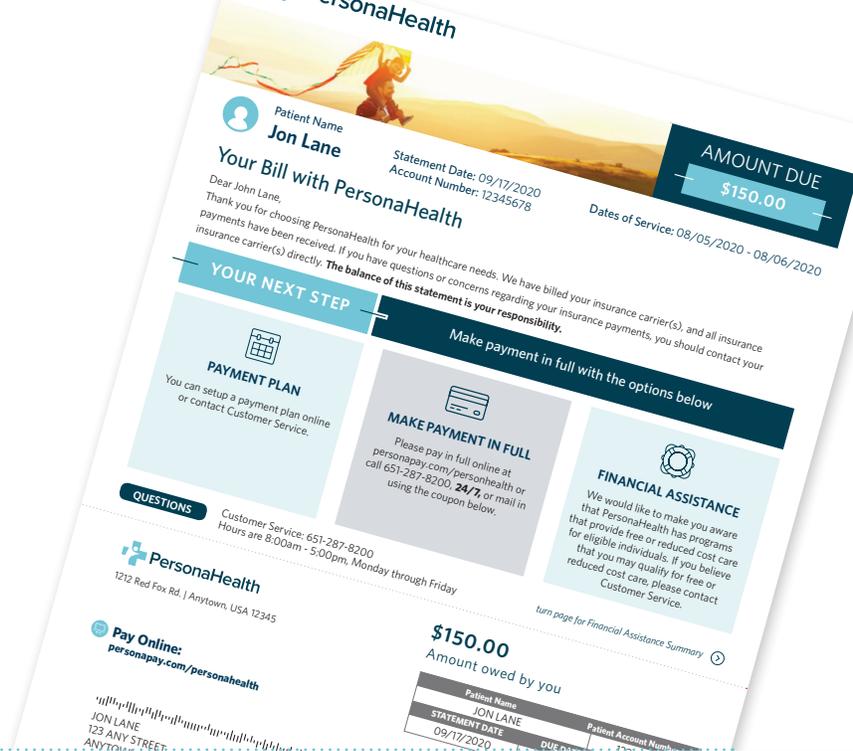
Using intelligence from RevSpring Architect, you’ll see bottom line improvements driven by top line increases. Our customers, on the average, realize a 10 percent reduction in billing-related costs—driven by intelligent patient engagement within a matter of months.

## Benefits

- **Personalized** patient communication
- **End-to-end** strategic engagement
- **Increased** self-service adoption
- **Decreased** billing costs
- **Unified** financial patient experience

## Features

- **\$2.35 million in increased revenue (annualized)**
- **25% increase in paperless enrollments**
- **52% increase in online payments**
- **25% increase in patient revenue**
- **8.5% more patients paid in full**
- **34% decrease in bad debt**



## Analytics Platform

- **Behavioral Analytics** – An intelligent, behavioral analytics engine leverages patient data to automatically match financial conversations to each patient’s unique profile.
- **Propensity Scoring** – Intelligently offer appropriate payment options to the right patients. Identifying assistance-eligible patients upfront creates a better financial journey while providing convenient payment options for appropriate patients.
- **Intelligent Workflows** – Common goals target specific self-pay revenue cycle improvements.
- **Analytics** – Results, such as online payment performance, electronic delivery adoption, behavioral trends, financial results, and patient satisfaction are measured, reported and displayed in a series of dashboards.
- **Messaging Library** – With dynamic campaigns, the messages we use to drive action for patients are not only appropriate for the desired outcome, they are appropriate for the patient.
- **Voice of the Patient** – A quick, easy-to-use survey that gives the feedback providers need to ensure a pleasant after-care experience.

