



THE CHALLENGE

The amount patients owe was increasing and the old method of sending out paper bills was costing more and producing less. The biggest problem was in the physician clinics. Like many rural providers, physicians are employed by the health system to help keep them in the community and provide a high level of service. In addition, the clinics employed a number of different practice management systems and the system wanted a single solution to the out-of-pocket problem. Collections are important but so is a high level of patient service. The health system was facing the question, how do I improve my patient collection without alienating my patients or providers?

THE APPROACH

The system decided to fundamentally improve their approach to educating patients and giving them options. They wanted an easy way to provide information about potential charges and identify appropriate options for their patients. They also wanted to make it easier to administer follow-up payments and make sure the revenue cycle was complete.

PayRight Payment Manager entered and became the front-end for the patient payment process in all clinic locations. Suddenly disparate providers had a way to educate patients about what they owed and present a wide range of payment options consistently across the health system. Different clinics see different kinds of patients so PayRight offered flexibility to the system. In the case of surgical patients, estimates of patient responsibility from the proprietary patient education tool can be provided ahead of the visit. Meanwhile at the primary care clinics, the workflow is streamlined to allow a real-time

estimate in under a minute while the patient checks-out. PayRight provided all the implementation, training and ongoing support to help the clinic staff understand and use the system to minimize the impact on operations.

Managing the system payment policy was also a challenge. The health system had a single payment policy in regards to charity care administration and a unit for referral to help enroll people in Medicaid. The counties served were economically challenged and the population was over 20% Medicaid. Many people were seen but some could not pay or needed to be offered an alternative. Unlike a payment gateway, PayRight offered the option to screen patients for charity care and potential Medicaid enrollment. In the pilot, there was a 75% improvement in quality of the referrals to the Medicaid unit and a faster workflow for enrollment. In addition charity care was applied consistently and easily across all clinic locations.



THE RESULTS



10%-50% improvement in patient collections depending on workflow



Consistent cash application and reporting across the enterprise



Better identification of charity care opportunities



75% improvement in referrals for assistance in the pilot study



Faster collection times

ABOUT PAYRIGHT

PayRight dramatically lowers the cost and improves the collection of patient responsibility. Founded by health care and technical industry veterans, PayRight offers technology solutions that educate patients about the cost of care and increase their payment options including access to charity care and subsidized programs.

PayRight's SaaS and mobile applications deliver customized patient payment offers that encourage patients to pay and allow physicians to increase patient collections 20-40% while reducing the cost of paper billing. Combining a smooth workflow for users with proprietary technology, PayRight continues to offer new innovations and solutions for increasing payment yield.