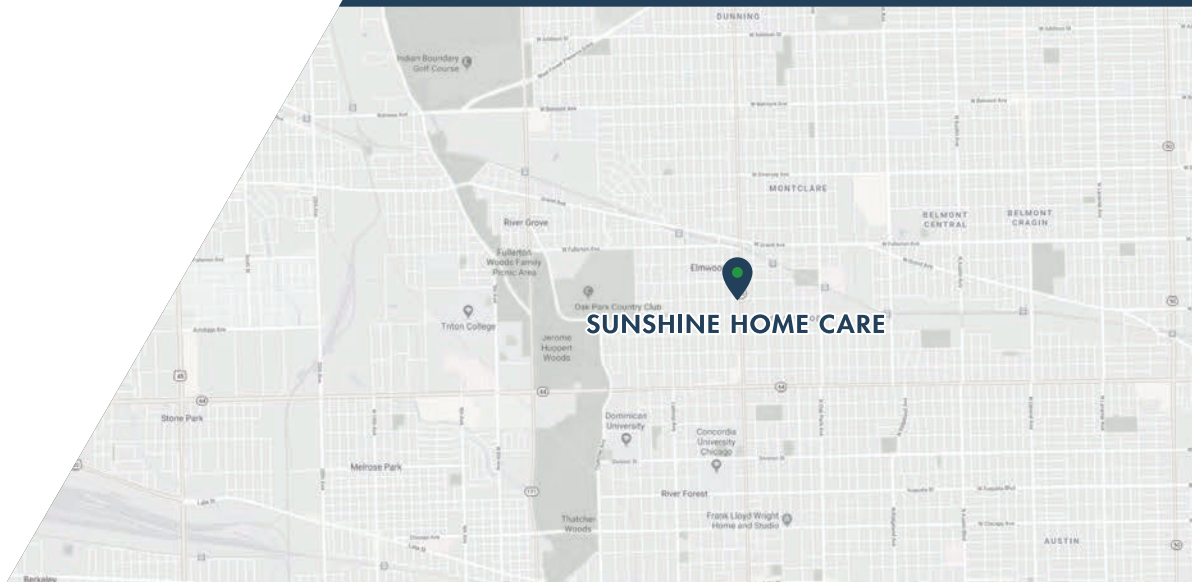


# DO YOU HAVE THE RESOURCES TO GROW?

Learn how our technology transformed  
**Sunshine Home Care, Elmwood Park**

**PAYRIGHT**  
HEALTHCARE PAYMENTS OPTIMIZATION





# MEET SUNSHINE HOME CARE

## SUNSHINE HOME CARE, ILLINOIS

- ▲ Private duty home care
- ▲ Founded 2015
- ▲ 50 Caregivers
- ▲ 70 Clients
- ▲ \$1.2 million annual revenue

## BILLING CHALLENGES – BARRIERS TO GROWTH

- ▲ 80 hours per week spent on billing
- ▲ Each bill takes 3 to 4 hours to generate
- ▲ Highly manual process (room for error!)
- ▲ Slow payments, tight cash flow

## PAYRIGHT PRIVATE PAY

- ▲ Flexible payment options, ACH, Credit Card, Online Portal
- ▲ Secure Wallet for Automated Billing
- ▲ Payments synced automatically, no manual entry required
- ▲ Flexible invoice options

## ACHIEVING SUSTAINABLE GROWTH

- ▲ PayRight as efficient as two full-time employees
- ▲ Deposits in as little as 24 hours
- ▲ Professional four color invoices
- ▲ Improved client satisfaction
- ▲ Instant access to all receipts and invoices

# SUNSHINE HOME CARE NEEDED TO STREAMLINE ITS BILLING TASKS



## Balancing competitive pricing and higher wages was tricky

Like many private duty homecare owners, Tracey A. struggled to maintain a healthy bottom line. Clients and their families expect high quality care at low prices, and competition is fierce. Well-qualified caregivers demand higher pay rates and more hours. They often move to other homecare agencies and take their best clients with them.



## Billing was labor-intensive

Accurate and timely billing ensures the business will have enough cash flow to hire high-quality caregivers. To make sure clients paid their bills promptly, two employees spent a combined 80 hours per week creating, sending, collecting, and posting client bills. On average, producing a single itemized bill required three to four hours of work. When payments were received, they had to be posted manually.



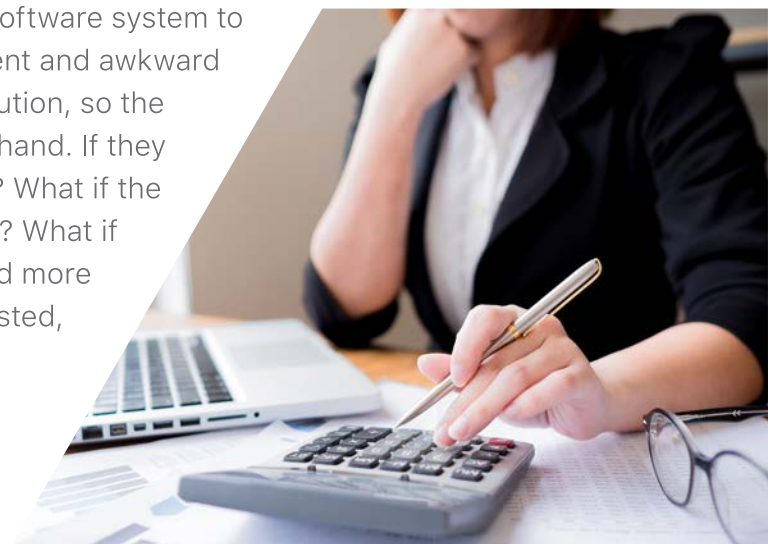
## Cash flow was an issue

At Sunshine, clients receive their bills every two weeks. Ideally, clients sent payments promptly, and funds were received within a week or two of the billing date. In reality, lost statements were common. Sometimes, bills arrived with errors that had to be corrected. New bills had to be sent out, further delaying payment. Sunshine was required to pay caregivers and office staff from an ever-dwindling cash reserve while attempting to increase billing speed and accuracy.



## Software solutions were hit-or-miss

Sunshine was already using an industry-leading software system to manage the agency. Unfortunately, it was inefficient and awkward to use. It failed to offer an integrated payment solution, so the team was forced to perform most billing tasks by hand. If they tried a new product, would it meet all their needs? What if the switch itself caused more work for staff members? What if the software didn't meet expectations and created more problems than it solved? Could technology be trusted, or was it all simply a waste of time and money?



# PAYRIGHT PRIVATE PAY OFFERS A TIMELY SOLUTION

**PayRight Private Pay provides a reliable billing solution that is easy to implement and simple to use.**

## **PayRight works with existing resources, is simple to use**

Payright is a trusted, HIPAA and PCI compliant, client payment system. It has been proven to increase cash flow, reduce overhead, and improve client satisfaction. It uses this simple, three step system to generate invoices and automate the billing process:

- 1** Create a batch of invoices in Agency Management Software.
- 2** Edit the invoices to ensure the right bill is sent.
- 3** Send the batch with the click of a button. PayRight does all the work!

## **Automatic payment feature eliminates cash flow bottlenecks**

As an added benefit, PayRight includes an automatic payment feature. This payment process begins as soon as the bill is created, and client payments are posted promptly. Many agencies now require new clients to keep a credit card or checking account on file. This policy reduces billing headaches while quickly increasing cash flow.

## **Payments are posted automatically**

Regardless of which payment method the client chooses, PayRight uploads the payment information directly into the Agency Management Software. No manual entry is required.

## **Flexible options deliver peace of mind**

PayRight offers electronic and professionally printed paper invoices. Agencies may decide to hand deliver their paper statements or have them automatically mailed to clients. Most agencies choose a combination of all three delivery methods based on individual client preferences.

## **Easy-to-manage processing leads to faster, safer payments**

PayRight includes several features that make payments faster and safer for agencies and clients alike. PayRight's secure payment processor handles all payments, whether entered manually or submitted through the online client portal. Credit cards, debit cards, and checking account drafts may be used. Clients and their family members easily manage payment options through the online client portal. Each agency may customize the way in which clients receive messages about their accounts. PayRight includes a \$100,000 insurance policy to protect client data from cyber fraud and hacking attempts. PayRight's secure system keeps financial information safe and secure, providing extra peace of mind. Agencies no longer need to keep sensitive client financial data in-house.

# DECIDING TO MOVE FORWARD

## Let go of the past

Sunshine decided to implement PayRight while moving to a new agency management system. It was a time of great stress for Tracey. She worried about interrupting the team's time-consuming billing tasks while learning a new system. She was justifiably concerned, having previously managed the adoption of a system that failed to meet expectations.

## Switching was easier than anticipated

Tracey reported that it took only a couple of days for her team to begin using PayRight efficiently in the office. She was pleasantly surprised at the ease of using PayRight compared with her old billing process. While the transition was not completely painless, the individual attention and support she received from the PayRight team boosted her confidence. "You guys really held my hand and made sure I could get my bills out on time without skipping a beat," she exclaimed. "I am very impressed with how things have worked out."

## Customer service exceeded expectations

Tracey was delighted that the customer service staff at PayRight addressed her concerns and listened attentively to her suggestions for improving the transition process. "Our team is dedicated to listening to the customer, first and foremost," stated PayRight CEO Jim Bridges. "We understand that each customer's situation is unique, and we strive to deliver individualized service that exceeds expectations. We delivered customized service to Tracey and her team at Sunshine Home Care during their transition, and we are thrilled that they are reaping the benefits of PayRight."

## A new era begins

Clients and staff noticed a difference as soon as PayRight was up and running. Clients remarked on the new billing statements' accuracy and professional look. Staff members were amazed by the new system's speed and efficiency. These improvements bolstered Sunshine's reputation. Staff members rejoiced that the dreaded manual billing process was now safely behind them.



Our team is dedicated to listening to the customer, first and foremost. We understand that each customer's situation is unique, and we strive to deliver individualized service that exceeds expectations.

– Jim Bridges, CEO,  
PayRight



# ACHIEVING SUSTAINABLE GROWTH

By the end of the first month, Sunshine reported that PayRight had transformed their business.

## PayRight works as hard as two full-time employees

Tracey stated that PayRight performed as many tasks as two full-time employees. It easily saved Sunshine 80 labor hours per week. She was able to quickly train a single person to handle billing tasks part time.

## Cash flow improvement is phenomenal

PayRight improved Sunshine's cash flow so greatly that Tracey was able to hire an additional sales and marketing employee. She predicts annual revenue will grow to \$3 million this year, which is more than double the agency's previous income. 40 percent of Sunshine's existing clients now utilize the automatic payment feature, and enrollment is increasing.

## Increased productivity need not be expensive

Tracey finds PayRight remarkably cost effective. She is continuously amazed by her team's increased productivity with the new billing system. Thanks to PayRight, Sunshine has begun to move beyond merely subsisting. This new pattern of sustainable growth promises to benefit clients, caregivers, and the bottom line.



There is a lot less pressure now. I have peace of mind that my client billing is in great hands. PayRight is a partner I can really trust.

– Tracey A., Owner,  
Sunshine Home Care



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