NAVIGATING

Revenue Cycle Change Using Technology & Automation

RevSpring
The Bridge of Choluteca, Honduras
The bridge survived…

But the river moved!
Engaging all patients the same way no longer generates results.
AND AT THE SAME TIME ARE EXPECTED TO

IMPROVE COLLECTIONS & PATIENT EXPERIENCE

WITH LIMITED BUDGET AND RESOURCES
PATIENTS RESPOND WITH MORE TOUCHPOINTS
ACTIVE PATIENT ENGAGEMENT
Active Patient Engagement is an approach to engaging patients within the revenue cycle that focuses on:

Developing and implementing targeted engagement workflows to drive the optimal financial outcome and patient experience.

WHAT IS IT?

the right MESSAGE
at the right TIME
to the right PATIENT
via the right MEDIUM
to drive the right RESPONSE
Stop believing that information leads to action.

We humans aren’t so rational.

Information does not lead to action

We can no longer expect patients to take action by simply providing information. We must change our approach and how we engage them.

B. J. Fogg
Computer Scientist
ACTIVE PATIENT ENGAGEMENT

RECAP

Developing Patient Scenarios
Leverage data and experience to create common patient scenarios you and your team encounter at each RCM touchpoint.

Build the path to the optimal outcome.
Guide and help patients through that path with your engagement strategy.
Driving the optimal patient action requires increasing the patient’s ability or desire to take action, and then using triggers to accelerate action.
Active Patient Engagement is about making small, continual improvements to drive the optimal outcome and patient experience, not large wholesale changes.

**ACTIVE PATIENT ENGAGEMENT**

**RECAP**

**Measure, test, track and repeat**

Active Patient Engagement is about making small, continual improvements to drive the optimal outcome and patient experience, not large wholesale changes.

Establish a baseline.
Let the data and best practices refine your strategy.
Rethinking the Revenue Cycle Experience

**Pre-Service**
- Revenue Assurance
- Warm to Financial Obligation
- Facilitate Payment

**Point-of-Service**

**Post-Service**
- Gauge Satisfaction

**Follow-Up**
- Differentiating Patient Experience
- Patient Self-Service
- Operational Integrity and Efficiency

**PRIMARY OBJECTIVES**

**SECONDARY OBJECTIVES**
FRONT END

STRATEGY

Pre-Service  Point-of-Service
Revenue assurance
Patient arrives for appointment on time adhering to all pre-care instructions.

Patient understands financial obligation
The health system has “warmed the patient” to financial obligation.

Patient set on the optimal path to financial resolution
Depending on available data, workflow has been established for fastest, most efficient account resolution for the given situation.
INCREASING ABILITY

Understanding response trends allows for better utilization of both engagement technology and staff resources.

OPTIMIZING TIMING
Patients most responsive at 9am and between 3pm-5pm.

CHANNEL FLEXIBILITY & PREFERENCE
Increasing modes of communication and communicating by patient preference directly impacts response rates.
Increasing Motivation

Tactics worth testing:

Tell them why
Studies show we are more likely to comply with a request when given a reason. When transitioning into your reason, use the word “because.”

Get a commitment
Use the influential power of “consistency” to influence patient behavior and response by getting patients to make a commitment during pre-service touchpoints.

Use patient’s first name
An experiment in a British physician office showed that SMS text message appointment reminders that used a patient’s first name, reduced no-shows by 57% over a control group that used no first name.

Use future pace
Get patients to think positively about the future benefit of completing the requested action. Usually deployed by the trigger word “when.”
Follow-Up

Post-Service

BACK END

STRATEGY
Payment acceleration
Accelerate patient response with targeted more effective engagement workflows.

Maximize collection efficiency
Driving patient adoption of self-service payment technology.

Ensure differentiating patient experience
Deliver a personalized service experience.
3 KEY AREAS

ENGAGEMENT
Build patient engagement workflows to influence the optimal financial outcome for each segment.

RESPONSE
Are self-service payment applications user friendly?
  Mobile responsive?
  Simple user interface?

OPTIMIZATION
Start with a baseline, and then track performance of specific engagement workflows and messaging enhancements against a control group.
ENGAGEMENT

Determine the optimal financial outcome

Optimal (and most realistic) resolution path for each patient segment?
- Payment in Full?
- Payment Plan?
- Financial Assistance?

Optimal payment channel?
- IVR?
- Online?
- Mail / CSR?
I score, but it’s really not useful for anything
Segmenting accounts to **tailor more effective engagement workflows.**
Segmenting accounts to **tailor more effective engagement workflows.**
Tailoring design and messaging to drive the optimal outcome for each segment.

<table>
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<th>MEDIUM</th>
<th>LOW</th>
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Adding segment-specific follow-up to accelerate patient response.
USE CASES

Leveraging Active Patient Engagement to tailor communication design changes, tailor outbound IVR messaging and align with 501(r) compliance.
Increasing urgency

Communication content and design adapt to increase urgency and drive patient action as the account ages.
Driving the optimal outcome for each patient segment

Communication content and design are tailored to drive the optimal response and financial outcome starting at Day 1.
CHARLESTON AREA MEDICAL CENTER

USE CASE
Getting in alignment with 501(r) compliance
YOU ARE ALREADY INFLUENCING A RESPONSE...
THANK YOU

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