



An Examination of Exclusive Use of Self-service Patient Billing Solutions

Are they really the answer to maximizing revenue?

The Challenge

A 600+ bed health center with over 25 locations in the Southwest contracted with Meduit for extended business office services, including early-out self-pay accounts. Leadership made the decision to move to a digital approach for accounts in the first 90 days and contracted with a digital-only vendor, retaining Meduit to make outbound patient calls for accounts at 90 – 120 days. Health system leaders made the change hoping that digital options would be more convenient for their patients and reduce costs.

The Outcome

The digital-only vendor sent patient statements via email and text to collect on patient accounts from 1 – 90 days. Patients complained to the health system that the statements were confusing, inaccurate and not timely in their delivery.

In addition, the Meduit team found they were receiving the same volume of unresolved patient accounts at 90 days as they were before, indicating that the digital-only vendor was not reducing the number of unresolved accounts significantly.

Less than a year after implementing dedicated digital communications, the health system ended their contract with the digital-only vendor. Meduit continued to deploy full-service solutions that supported human contact with patients to help them understand and pay their bills.

The health center changed its patient payment approach from full-service to digital-only (self-service), resulting in decreased patient satisfaction and lower collections.

The Right Balance

The health center's change in its patient payment approach from full-service to digital-only (self-service) resulted in decreased patient satisfaction and lower collections. When the health system returned to a balance of internally generated text to patient communication and full-service solutions through Meduit, patient complaints decreased and collections have steadily returned to expected recoveries.

To maximize patient financial satisfaction and patient payments, hospitals and health systems should consider offering the right mix that includes:

- **The convenience** of digital/self-service options
- **Human contact** to assist patients with questions regarding their bill

Human contact that delivers full-service support can take the form of:

- **Chat options** on patient payment portals
- **Self-pay follow-up** by mail, email, text or phone
- **Live representatives** taking inbound patient calls with full client access for real-time and accurate conversations

*Combining the convenience of digital/self-service with full-service solutions **hits the sweet spot of lowering costs, increasing cash collections and ensuring high patient satisfaction.***

For more information, please visit www.meditrcm.com.