

Engaging Patients Where They Are: A Self-Pay Story

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Agenda

- Introductions
- North Mississippi Health Services Overview
- Facts & Stats
- Why change?
- How it happened & What's on the Horizon?
- Results

NMHS Overview

Mission: To continuously improve the health of the people of our region.

Vision: The provider of the best patient- and family-centered care and health services in America.

7 Acute Care Hospitals (1 Critical Access)

950+ Beds

Over 145,000 ER visits annually

Large primary care and specialty physician network

15 Rural Health Clinics

10 Provider Based Clinics

2 Imaging Centers

1 Ambulatory Surgery Center

4 Urgent Care Clinics

4 Long Term Care Facilities

\$1B organization

Over 6,500 employees



Facts & Stats:

Costs shifting to the Patient

Patients' out-of-pocket costs for inpatient services increased by 14% between 2017 and 2018*

Patients are now the 3rd largest payer behind Medicare and Medicaid**

Deductibles increased eight times faster than wages between 2008 and 2018 for the 156 million Americans who get their insurance at work***

And that's before COVID...

Financial experience is a key decision point when patients select healthcare providers and which providers, they remain loyal to.

The COVID-19 response has accelerated digital transformation and led to new ways of maximizing talent and resources.

*Source: TransUnion Healthcare & Sourced from 2018 survey by the West Health Institute

**Source: HFMA

***Source Axios Media /Kaiser Family Foundation

Why Change?

The ability to self-serve through a seamless, intuitive and superior user experience has become the expectation of today's consumers*

Sixty percent of consumers expect their healthcare digital experience to mirror that of retail**

Traditional collection tactics are losing traction & no longer effective

- Regulatory constraints
- Caller ID and marketing robocalling
- Right party contacts are eroding
- Phishing and scam calls

*Sourced: deloitte.com
**Sourced: us.nttdata.com

Ask the Audience!

Does your organization currently communicate with patients through digital methods regarding paying their account balance?

If so, how? Tell your story!

How it happened & What's on the Horizon

Responsive Web Design – smart phone – desktop – tablet

Omni-channel outreach – texts – email – mail – call center – 24/7 self-serve option

Intelligent collection strategies driven by historical, financial, social and behavioral data.

Real-time push responses based on patient portal behavior.

Automated payment plans – Pre-collect options and patient responsibility

ICD-10 data scrub - identify undiscovered revenue sources (workers comp/disability/auto/liability)

Epic migration scheduled for April 2024 will allow for even more technologically enabled solutions and ways to get more money in the door, faster.

Results

Engaging the patients even earlier in the process.

- Estimates
- Pre-payment options and extended plans secured before care has been provided.

Allows patients to financially clear themselves for specialty and elective procedures.

- Maintained volumes without losing patients to “Sticker Shock”
- Created a flexible and dignified way for patients to pay for their care.

Improved Patient Liability Recoveries – 25%

Reduction of Bad Expense substantially

Full Call Center Support

Superior Seamless Patient Experience

Ultimately, earlier buy in = More positive financial outcomes!

Q&A – Around the Room! **(It's early I know)**

Thank you!



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