

**PRESENTS**



*CoxHEALTH*

# VIRTUAL REGISTRATION

**WHERE VIRTUAL IS STILL REALITY™**



# VREG® – THE VISION

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AN OPPORTUNITY BROUGHT  
TO COXHEALTH BY OUR  
FRIEND AND COLLEAGUE,  
DAVID STRONG.

WE MISS YOU.

1962 - 2022





# VREG® – THE VISION...CONTINUED

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JOHN CHASTAIN, VP REVENUE CYCLE AND FINANCE  
COXHEALTH, MO

# CoxHealth Consumer Strategy

1



## IDEAL JOURNEY

What does CoxHealth's ideal financial journey look like?

2



## CURRENT STATE

Where is the CoxHealth financial experience today?

3



## GAPS

Where are the biggest opportunities between current and future state?



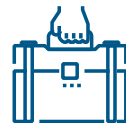
## PRIORITIZATION

Given resource constraints, what opportunities do we prioritize?

### KEY OUTCOMES



GENERATE  
ALIGNMENT



CREATE  
OWNERSHIP



IDENTIFY SYSTEMIC  
BARRIERS & ENABLERS

# Consumer Financial Experience

## Purpose and Vision

### Purpose:

Deliver a financial experience that will grow and sustain consumer loyalty to care at CoxHealth while improving financial outcomes.

### Vision:

Our consumers are empowered by a seamless and personalized financial experience. Our team is empowered to do the right thing to deliver this experience through effective and efficient operations.

1



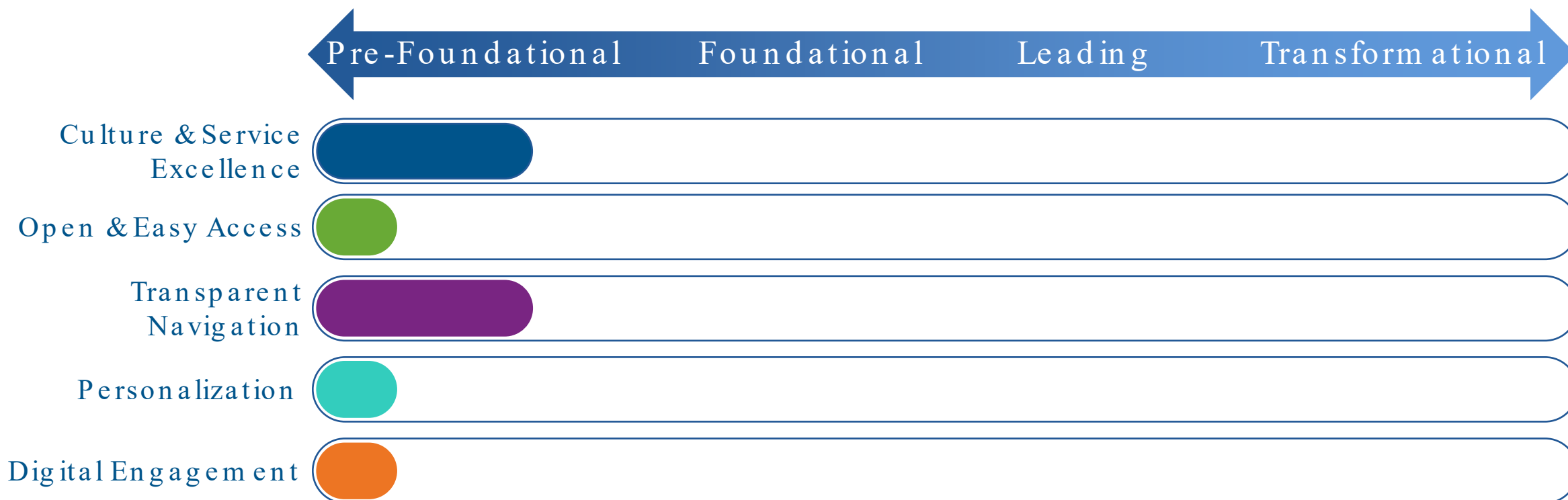
### IDEAL JOURNEY

What does CoxHealth's ideal financial journey look like?

# Consumer Financial Maturity Curve



CoxHealth has opportunity across consumer expectations to implement consumer-centric processes and tools. Initial pilots are planned for some foundational and leading elements.







3



GAPS

Where are the biggest opportunities between current and future state?

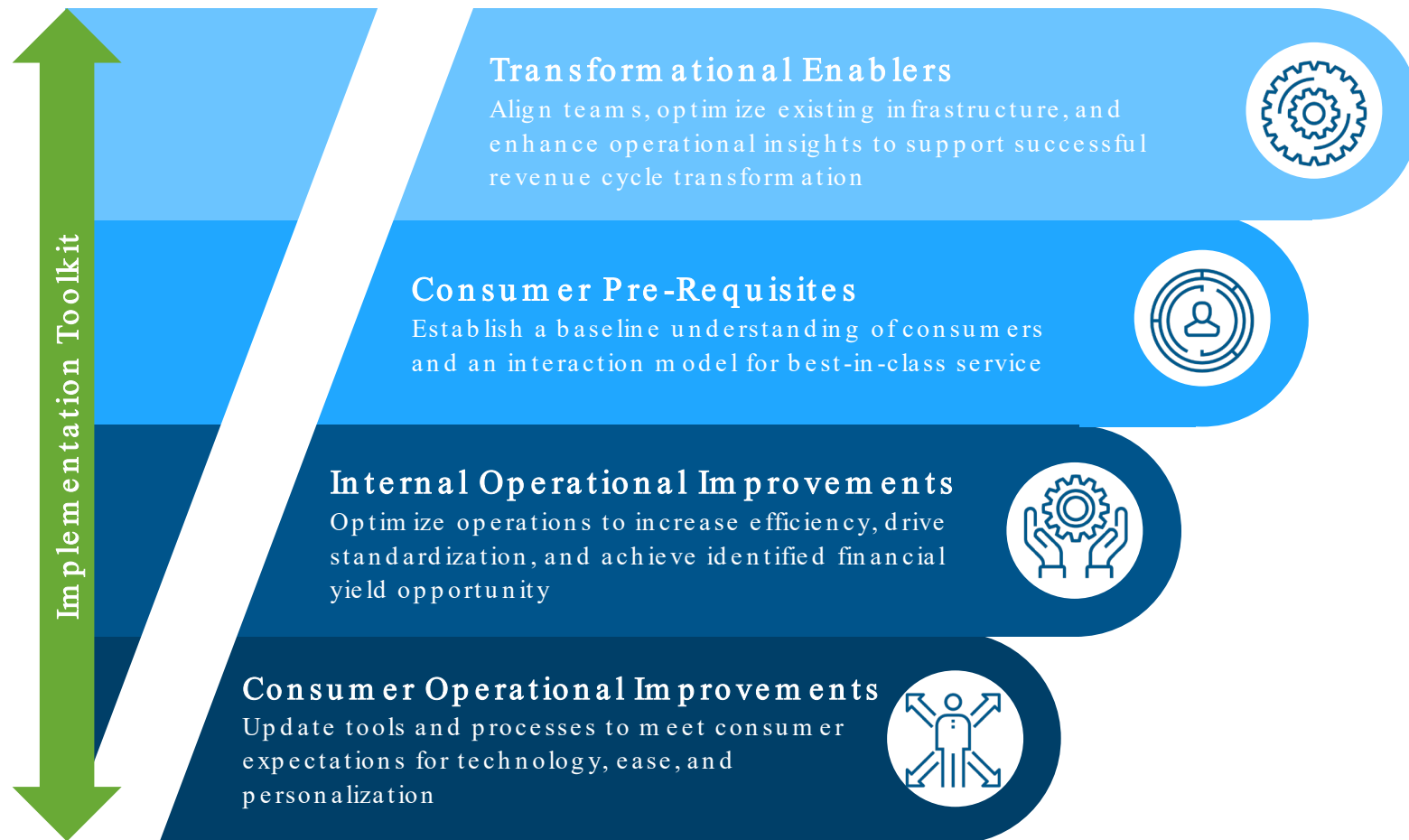


HURON



# CoxHealth's Path to

Operational improvements, implementation best practices, and foundational consumer requirements put CoxHealth on the path to the financial experience future state



Our consumers are empowered by a **seamless** and **personalized** financial experience.

Our team is empowered to do the right thing to deliver this experience through **effective** and **efficient** operations.

# vREG® – WHY VIRTUAL REGISTRATION

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DANA CHRISTIANSEN, ADMINISTRATIVE DIRECTOR - PATIENT ACCESS  
CoxHEALTH, MO

## ➤ HOW WE STARTED – THE INITIAL NEED

- STAFFING SHORTAGES
- LONG WAIT TIMES
- MASKING

## ➤ HOW vREG FITS OUR CONSUMER FINANCIAL EXPERIENCE ROADMAP

- PERSONALIZED SERVICE
- FLEXIBILITY AND CHOICE
- ACCESS TO TALENT
- EMPOWERMENT OF THE WORKFORCE



# VREG® – WHY VIRTUAL REGISTRATION

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## ➤ KEY CONSIDERATIONS

- ASSESS WORKFLOWS AND ENVIRONMENT
- DON'T ASSUME AN EQUAL FIT EVERYWHERE
- CONSIDER OUTSOURCED VS INTERNAL RESOURCES
- SEEK REAL TIME FEEDBACK AND ADJUST AS NEEDED



# vREG<sup>®</sup> – THE EXPERIENCE

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- INSERT WELCOME TO vREG BY VRS HERE



# VREG® – THE JOURNEY

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BRITTANY THOMPSON, MANAGER - PATIENT ACCESS  
COXHEALTH, MO

- THE POSSIBILITIES
- DIGGING INTO THE DETAILS
- EXPLORING THE POSSIBLE NOT THE IMPOSSIBLE
- **MAKE A CONNECTION NOT JUST A TRANSACTION!**



# vREG<sup>®</sup> – CONNECTION VS TRANSACTION

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- INSERT PHOTOS OF PERSON BEHIND MONITORS AND vREG KIOSK COMPARISON



# VREG™ – WHAT DO CONSUMERS THINK

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“She loved that it was easier to  
thought it would be. Sarah was  
better keep her as an employee  
easy to understand  
great that  
work from  
her own

“He said he is hard of hearing and  
wears hearing aids and can't hear  
good in person either. It was good  
and it was like talking to Alexa and  
that was cool and she was really  
good”

“It was good, fun, and I  
couldn't wait to tell  
husband how cool  
was!”

“I liked this better  
in-person registration. Said  
they could hear better than  
in person”

“Loved that he didn't have to  
wear a mask, could clearly  
understand and could hear  
better than in person. Prefers  
this and hopes this will speed  
things up.”



# VREG™ – KEY TAKEAWAYS

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- WORKFLOW ANALYSIS – AUDIT WORKFLOWS FOR OPPORTUNITIES AT ACCESS POINTS
- REALTIME FEEDBACK FROM CONSUMERS – HOW ARE WE DOING?
- STAFFING – WHERE CAN WE USE TALENT MORE EFFICIENTLY – AUDIT TIME AND THROUGHPUT
- MONITOR YOUR ACCESS POINTS FOR ENGAGEMENT AND ACCURACY THROUGH REPORTING
- VIRTUAL REGISTRATION IS ENGAGING, EFFICIENT, EXPANDS TALENT POOL AND PROVIDES WORK ENVIRONMENTS THAT TEAM MEMBERS DESIRE





**THANK YOU TO COXHEALTH FOR THE PARTNERSHIP  
DEVELOPMENT OF VIRTUAL REGISTRATION WITH  
VRS CORP. AND ITx COMPANIES**

**COME MEET US AT BOOTH: 1125**