



Happy Patients Pay; Delivering a Positive Patient Experience in the Revenue Cycle

Master Class Presented by:

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Maxine's
Crabby Road

10-9-12

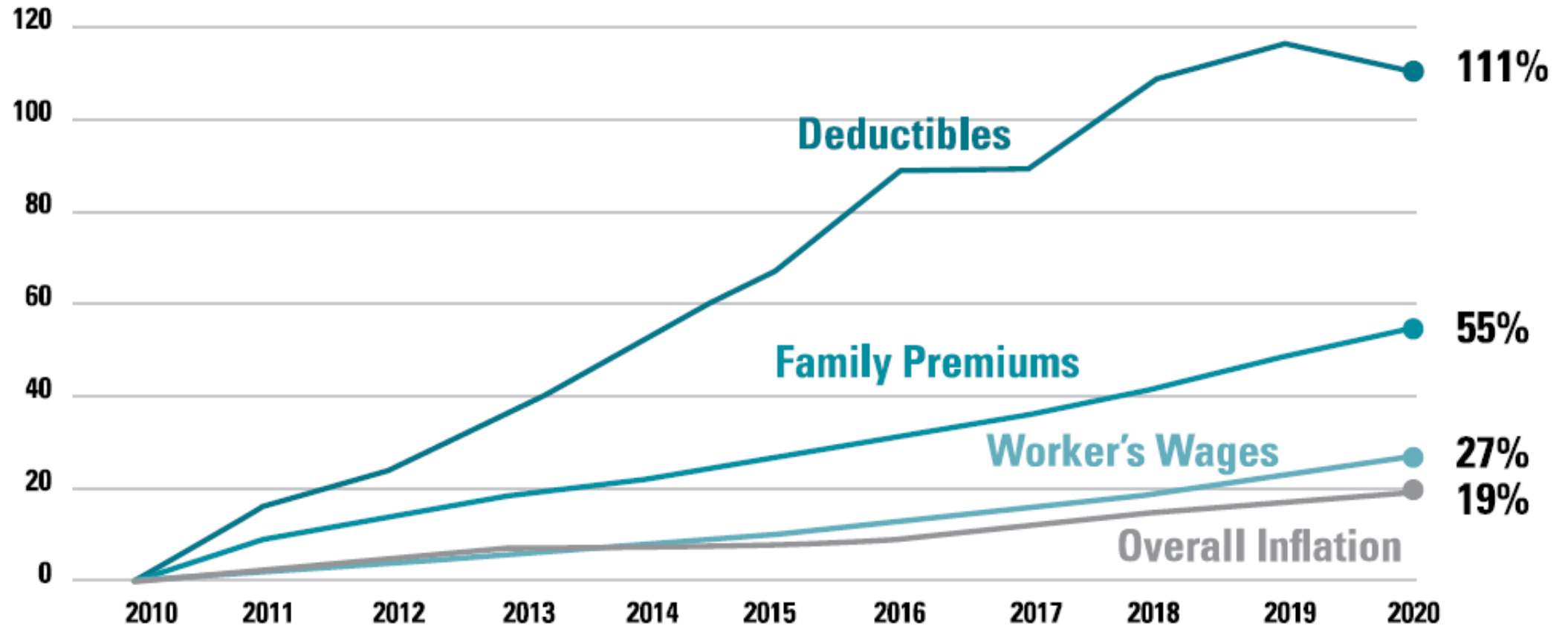
What kind of doctor
do I see for an
enlarged medical bill?



J. Wagner
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Employer Premiums and Deductibles Have Risen Much Faster than Wages Since 2010



Your Patients are Talking



Pre-Hospitalization

Website, patient portal, call center, CRM, social media, scheduling, admissions, 2nd opinion, referrals



Hospitalization

Non-clinical experiences: Patients, family, friends, parking, food service and HCAHPS Experiences



Post-Hospitalization

Revenue cycle - claims, financial assistance, statements, payment options, and collections, scheduling, therapy, follow-up appointments

Unsatisfied patients are unmotivated to pay

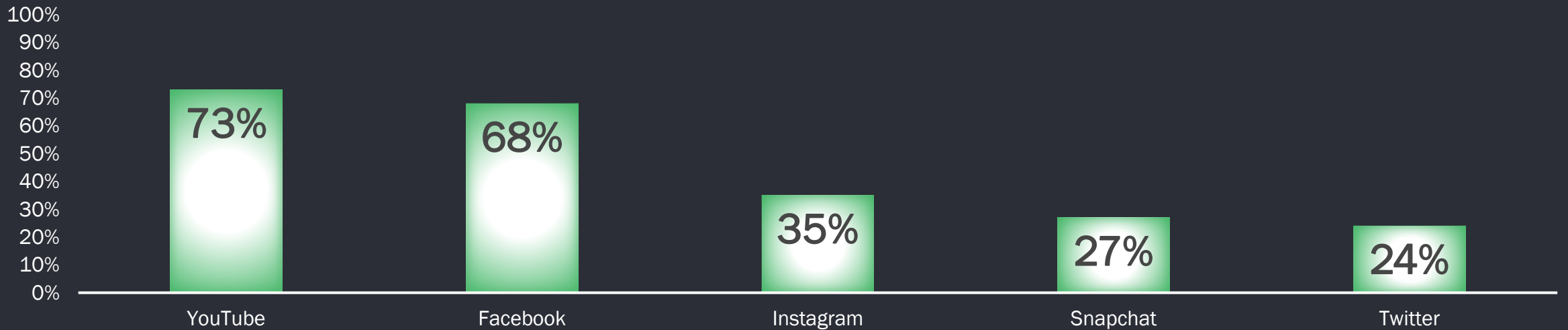


Unsatisfied patients don't return or refer, and influence others with their negative experiences

Your Patients are Talking



% ADULTS IN UNITED STATES



Is Customer Service a Lost Art?



<https://www.youtube.com/watch?v=9oywp2qRRyc>

The Patient Experience



The sum of all **interactions**, shaped by an organization's **culture**, that influence patient **perceptions** across the **continuum** of care.

T H E B E R Y L
I N S T I T U T E

Financial Impact of the Patient Experience



95% 

Of patients who are fully satisfied with the billing and collections experience **will return to the same provider.**

58% 

Of patient who are very dissatisfied with the billing and collections experience **will not return to the same provider.**

2x 

Patients who are dissatisfied with the billing and collections experience are **twice as likely not to recommend** healthcare providers.

41% 

Reduction of payment in full by patients who are not satisfied with your billing process.



The Serial Position Effect

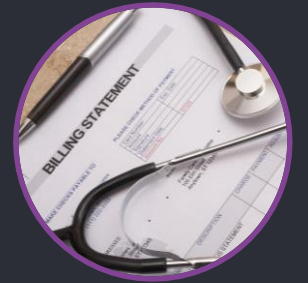
The tendency of a person to recall the first and last items in a series the best.

The Patient Experience



Registration
Pre- Authorization
Estimating
Collecting Co-Payment

Billing
Payment Posting
Consumer Inquiries
Collections



A gravel road stretches into the distance under a clear blue sky. In the foreground, a large, light-colored arrow points forward, and below it, the word "START" is painted in a stylized, light-colored font. The road is flanked by low-lying green and brown vegetation.

So, How can YOU ensure a positive patient experience in the revenue cycle?



ANXIETY

Regret

Suffering

Shame

Anger

Aggression

GUILT

FEAR

Grief

Depression

FRUSTRATION

Embarrassment

PRIDE

CONFUSION



ACCEPTANCE

Gratitude

Empathy

Hope

CARING

RESPECT

Compassion

Forgiveness

Pride

Sympathy

ENGAGEMENT

Dignity



Patient Satisfaction



Top 6%
agencies nationwide



Remember the Basics



- Treat patients with **dignity, respect and care**
- **Using the patient's name** and providing a summary of their visit or call
- **Good old-fashioned pleasantries** go a long way toward ensuring comfort level



Educate the Patient



Payment Policy

They will be expected to pay for all patient responsibilities including:

- Co-pays
- Deductibles
- Co-insurance

Balances

Current outstanding balances

- For all patients with same guarantor

Payment Options

- Credit
- Debit
- HSA
- FSA
- Check
- Cash
- Online
- Phone
- Mail



Compassion



https://youtu.be/cDDWvj_q-o8