An Engagement Success:

Why Patients are Happier and Paying More

1. Perspective
2. New model
3. Field learnings

"My doctor told me to avoid any unnecessary stress, so I didn't open his bill."

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Consider patient’s view of their **financial journey**.

How much **WILL THIS COST**?
Am I making smart choices?

Is this the **CORRECT AMOUNT**?

How do (can) I pay?

Hope it’s **QUICK & EASY**...

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How can we **empower patients** for their journey?

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Price / Cost Estimate  
Pre-Service Call  
Check-in  
Point of Service  
Post-Service bill
**Links to payment + loyalty**

*OF THE FULLY SATISFIED WITH BILLING*
- 82% would recommend the hospital to a friend
- 95% would return for future service
- 74% paid their bills in full

*OF THE UNSATISFIED WITH BILLING*
- 15% would recommend the hospital to a friend
- 58% would return for future service
- 33% paid their bills in full

Source: Longitudinal study of patient satisfaction with billing and payment experience by Connance (Consumer Impact Study, 5th annual, results published Aug 2014, sample size n=500)

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**Expectations are high**

Think “1 click”… “2 seconds or less” before abandon.

71% consumers report valuing their time is most important thing a company can do to provide good service.

Photo credit: https://www.helpscout.net/blog/self-service/

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Self-service already the norm (outside healthcare...)

Retail
- 100M visit Amazon monthly
- 66% supermarkets have self-service

Banking
- 25% of all transactions
- 58% prefer self-service banking
- 35% use mobiles for banking

Energy
- 71% prefer bills online
- 69% prefer payment online

References:

Requires trust + convenience, good to do anyway

Case study: Airlines
- Jumped 20% → 80% in 8 years
- Transformed check-in experience and agent’s role

Reference:

Credit: Paul Sabelman (Flickr)
Patient financial experience is...
A. Last impression
B. First impression
C. Common to ALL patients
D. Affects “significant” dollars

1. Perspective
2. New model
3. Field learnings

Source:
http://www.wired.com/2015/06/worlds-longest-scariest-glass-pedestrian-bridge/
Billing → patient engagement?

Probably should do less of this...

Photo credit: https://www.helpscout.net/blog/self-service/
Think of engagement like a new muscle...

**PEOPLE**
- Executive passion
- Motivation alignment
- Insight: peers + beyond

**PROCESS**
- Lean culture
- Challenge norms

**SYSTEMS**
- Bold and clear KPIs
- Supporting technology

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**Engage**
- Compelling info, easy access (e.g., what do I owe & why)
- Convenient flow; guests + registered users (portal)
- Targeted communications that adapt by stage

**Empower**
- Pay by any method, any time, any device
- Self-directed financing options
- Inline feedback, every payment

**Align**
- Clean, modern designs
- Consumer friendly billing details integrated into payment
- Unified experience across hospital & physician services

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Continuous learning culture

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Revenue cycle as driver of **patient engagement**

1. Engage early and adaptively

2. Optimize for digital self service (collateral benefits too!)

3. Measure and drive satisfaction

**Healthcare opportunity to close gap**

Source:
- National Survey of Healthcare CFOs and Revenue Cycle Executives by HFMA and Simplee (2014, n=150)
1. Perspective
2. New model
3. Field learnings

**Leadership matters:**
*Defined bold vision for patient revenue cycle*

CASE STUDY
National system of physician providers

1. Increase patient satisfaction
2. Effective and scalable way to bill physician services
3. Greater transparency across patient revenue cycle
Rethinking role of patient statement

CASE STUDY
National system of physician providers

Before
- Invoice-like, verbose
- No online payment option
- Focus on staff and mail

Source: Original paper statement. Simplee revamped design to optimize for self-service payment as part of a payment engagement campaign.

CASE STUDY
National system of physician providers

Today
- Modern, clean design
- Multiple ways to pay
- Explains benefits of online

Source: Updated paper statement. Simplee revamped design to optimize for self-service payment as part of a payment engagement campaign.
CASE STUDY
National system of physician providers

“Very nice and quick and convenient. Kudos for using this method!”
- Patient feedback

“Love this format! It is so easy to read and understand what the billing entails.”
- Patient feedback
CASE STUDY
National system of physician providers

- Go beyond “pay us now”
- Messaging adapts to stage
- Mobile friendly design

Source: Sample engagement email sent by physician providers at LifePoint Health to patients using the SimpleePAY platform

CASE STUDY
National system of physician providers

“Thank you! Probably would have paid it sooner had I known it was going to be this easy.”
- Patient feedback

Source: SimpleePAY payment flow
Engage patients with *portal* after payment

**CASE STUDY**
National system of physician providers

**Strong, immediate adoption of self-service**

**CASE STUDY**
National system of physician providers

*May 2014 reflects adjusted numbers due to an anomaly in data collected, independent of Simplee.
Source: Monthly collections performance: Simplee report (Sept 2014) to LifePoint Health leadership.
Note: LifePoint Health went live on SimpleePAY billing and payment platform in March 2014. Full expansion from pilot began in early 2015.
CASE STUDY
National system of physician providers

81% RECOMMEND physician due to recent payment experience

“This was a great way to pay a bill.”

“Easy to understand and very user friendly.”

“I wish all of my doctors would use this!”

“Love how easy you make it to pay online.”

Source: Survey embedded into Simplee®PAY payment flow for LifePoint Health, n=477.

Lessons learned

1. Leverage your “early adopter” staff
   ○ Clear communication essential between clinics and CBO
   ○ Identify staff who “get it” quickly and enlist their support

2. Self-service as new KPI
   ○ Necessitates improving billing clarity, payment convenience, etc.
   ○ Follows best practices like HFMA® Patient Financial Communications
   ○ Benefits include happier patients and lower cost to collect
**Case Study**

**Source:** Memorial Hermann homepage (16 Oct 2015)

**Self service focus** can have many benefits

**“Model implementation”**
Live system wide in 5 months
12 hospitals, 135K patients, 1,200 staff

<table>
<thead>
<tr>
<th><strong>Part of Service</strong></th>
<th><strong>2014 Jan-Apr</strong></th>
<th><strong>2015 Jan-Apr</strong></th>
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<tr>
<td>Post of Service</td>
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<td>Lab fee</td>
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<td>Digital Self Service</td>
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<td>Staff Access (Billing)</td>
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<td>3rd Party Collection (Bank Draft)</td>
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**41**
Net Promoter Score
(Due to recent billing and payment experience)

**↓ 16%**
Cost per payment
(post-service*2)

**↓ 17%**
Net collections
(pre + post-service*2)

**↑ 58%**
Digital self-service

**↑ 58%**

Source: Patient survey after self-service payment on Simple ePay

Comments for question: "How likely is it you would recommend [Leading regional hospital] to a friend or colleague due to your recent payment experience?" 
(n=12,749, Response rate = 30.3%, Answers range 0 to 10, average 8.38)

↑ 58%
Digital self-service

↓ 16%
Cost per payment
(post-service)

↑ 17%
Net collections
(pre + post-service)

**↑ 58%**

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Empower staff to shift to higher value activity

Case Study

GUNDERSEN HEALTH SYSTEM

Empower staff to shift to higher value activity

Happy Patients + Productivity Gains

Source: Compares pre-launch (Epic MyChart with paper statements and online) to post-launch with Simplee (paper and online). For savings, compares Simplee licensing, contingency fee, and paper statement costs to average of previous months.

75%

“Very Satisfied”
(Recent billing and payment experience)

↓ 21%

Cost per payment
(post service)

↓ 50%

Incoming calls
(24 FTEs re-allocated)

Happy Patients + Productivity Gains

Self service

Cost per payment (post service)

Incoming calls (24 FTEs re-allocated)

St. Mary's Hospital

Popular Care Bundles

Pregnancy

Total Hip Rep

Common Lab Test

Medical Services

Imaging

Pediatrics

Orthopedics

Cardiology

Surgical

Oncology

“I am excited to work with a technology partner like Simplee on… delivering consumer friendly estimates”

Lancaster General Hospital

Director of Patient Access and Virtual Health

Differentiate with guest estimates

Enter your insurance info to create a more accurate cost estimate for this service

INSURANCE CARD

St. Mary's Hospital

HOME

Popular Care Bundles

Pregnancy

Total Hip Rep

Common Lab Test

Medical Services

Imaging

Pediatrics

Orthopedics

Cardiology

Surgical

Oncology

$2000

$20

10%

FREE

FREEABLE

$30

FREEABLE

$70

FREEABLE

$100

FREEABLE

$150

FREEABLE

$400

FREEABLE

$1000

FREEABLE

$700

FREEABLE

$900

FREEABLE

$2000

FREEABLE

Would you like an estimate sent to you?

Save your details to make future appointments

MAKE AN APPOINTMENT

© Simplee 2015
Billing is a *common denominator*

“**Brand**” is what your prospect thinks of when he or she hears your brand name

Today’s painpoint, tomorrow’s *advantage*...

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**Questions**

One platform, one (delightful) *experience*.

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