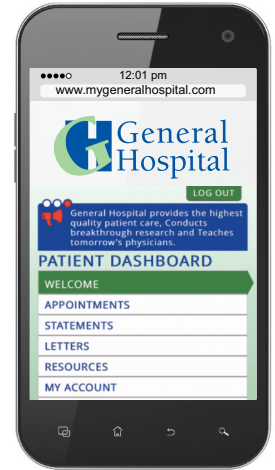
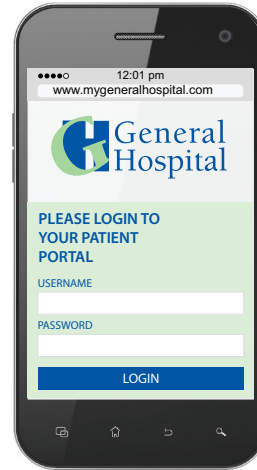


HEALTHCARE COMMUNICATIONS

Facts about self-pay billing

- Healthcare costs are rising and will continue to rise further, with patients comprising the third biggest healthcare payer behind Medicare and Medicaid.
- Health systems and providers will need to improve the revenue cycle communications while helping patients deal with medical debt.
- In 2017 healthcare out-of-pocket costs for patients increased by 11%. A large portion of this came from procedures that cost under \$500 per visit.
- More than 40% of a recent survey respondents were concerned or VERY concerned about their ability to afford health expenses over the next two years.
- Patients are calling more frequently for explanations of how their bills were calculated and demanding to understand the whole healthcare billing process.
- High deductible health plans accounted for 43% of all health plans for patients under 65 in 2017
- Improving self-pay patients bills to promote patient understanding will reduce calls, improve cash flow, and engage patients. Educate and communicate will win the day!



What makes us different?

When patients understand their bills and they match their insurance EOBs they tend to pay more quickly. A large health system experienced a 34% increase in cash flow within 6 months of implementing Smart-Pay.

We make sure that the data is correct and comprehensible to patients. Then we make it easily accessible through our many communication methods and our online payment tools that link to the patient's portal.

We can produce and present patient statements in multiple languages as well.

We reduce page counts and organize data to reduce postage costs and improve patient uptake.

We make it easy, fast, accurate and friendly so patients want to respond.

We integrate with all systems and all goals and objectives of your revenue cycle group and your institutional health literacy mission.

We provide true one-to-one communications to promote patient engagement.

For more information contact:

Scott Rich

Senior Vice President of National Sales

770.449.6300 ext.1117

srich@smartsourcellc.com

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