



Webinar

Digital Patient Engagement Self-Pay Collections

Presentation for : Florida AAHAM

September 1, 2020



FLORIDA SUNSHINE CHAPTER

Webinar Agenda

- Jackson Hospital Overview
- Our Partnership
- Evolving Landscape
- Digital Solutions
- The Experience
- Questions

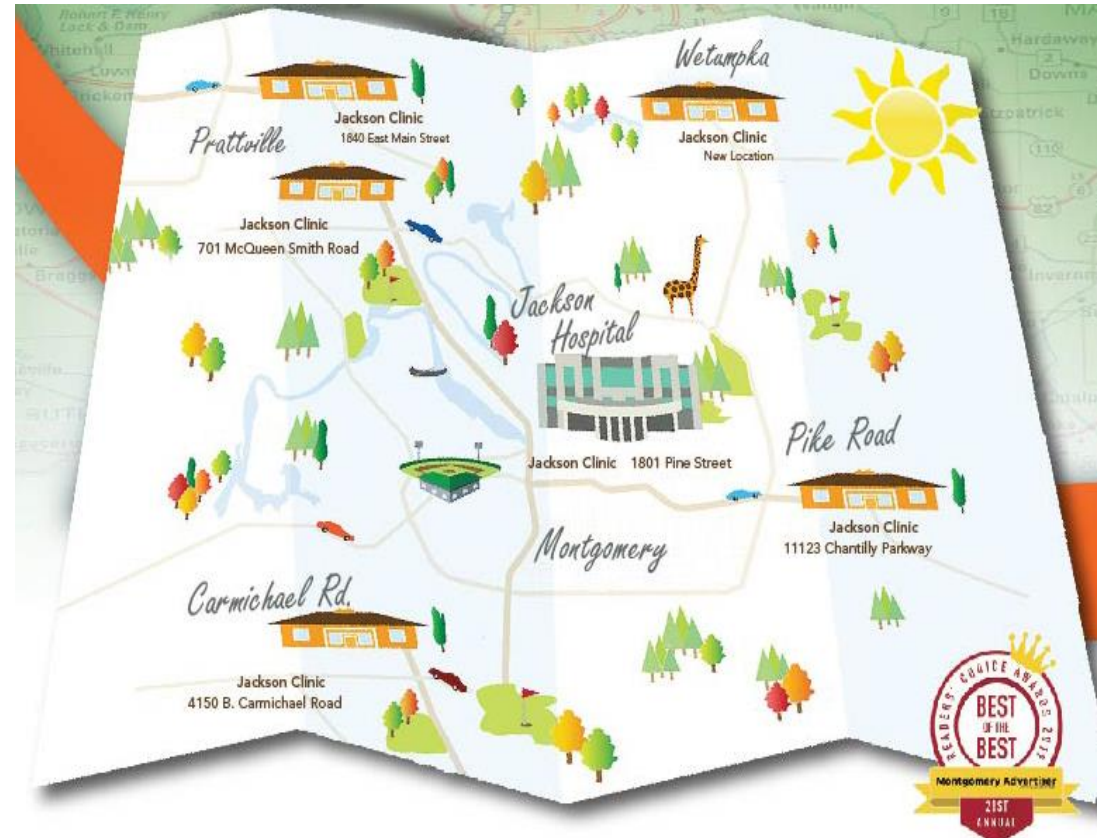
Jackson Hospital & Clinics Overview

Acute Care Hospital Montgomery, Alabama



Not-for-Profit, Independently Governed

- 64,092 Emergency visits
- 176,196 Office visits
- Large primary care and specialty physician network
- Community health - 6 Locations
- Over 2,100 employees
- 103 physicians
- \$1 billion organization
- 6% Self pay from 6.5%
- 56% Medicare
- 11% Medicaid



Our Process

CFO/CEO

- Leadership onboard from the beginning “Change or Die.”
- Poor collection performance
- Reduce expense

Board

- Demonstration of changes to a “high tech” efficient collections process.
- Number of contacts points per month per patient (letters and calls compared to the text and email)
- Explanation self pay collection after insurance and the lack of work being done for 15% of revenue being left on the table.

Communication

- Notification in patient access, poster in the critical areas café, coffee shop and elevators and website.

- 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 rose eight times faster than wages between 2008 and 2018 for the 156 million Americans who get their insurance at work***
- Financial experience is a key decision point when patients select healthcare providers
- COVID-19 has accelerated digital transformation

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

**Source: HFMA

***Source Axios Media /Kaiser Family Foundation

Poll Question 1



Does your organization currently communicate with patients through digital methods (text and email) regarding paying their account balance?

- 1.) Yes - Text
- 2.) Yes - Email
- 3.) Yes - Text and Email
- 4.) No

Why Transform Patient Collections?

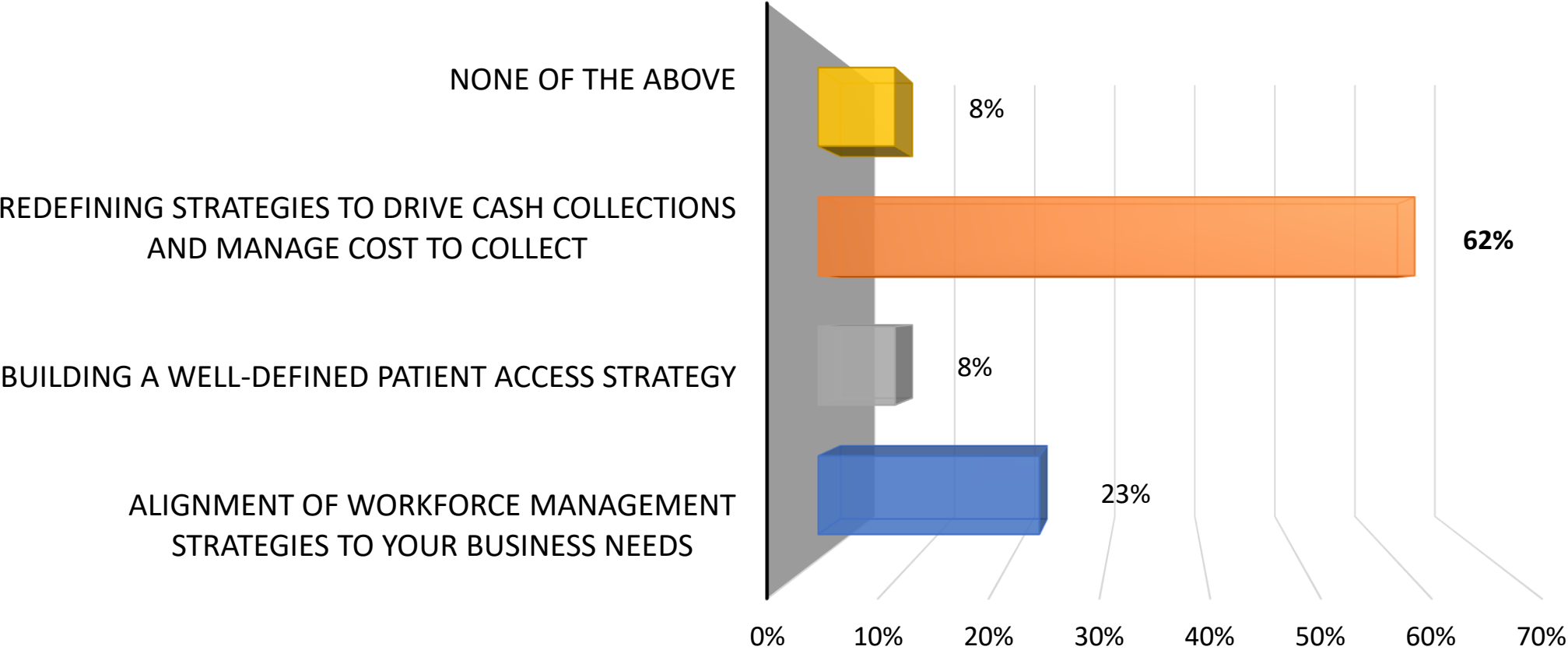


- The ability to self-serve through a seamless, intuitive and superior user experience has become the expectation of today's consumers*
- Sixty percent of consumers expect their healthcare digital experience to mirror that of retail**
- Traditional collection tactics are losing traction
 - Regulatory constraints
 - Caller ID and marketing robocalling
 - Right party contacts are eroding

*Sourced: deloitte.com

**Sourced: us.nttdata.com

Which area will be your organization's biggest focus over the next 12 months?

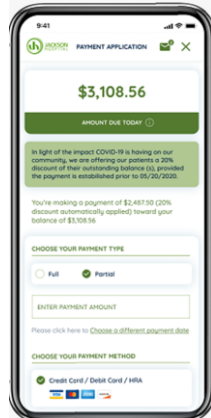


*Sourced HFMA.org

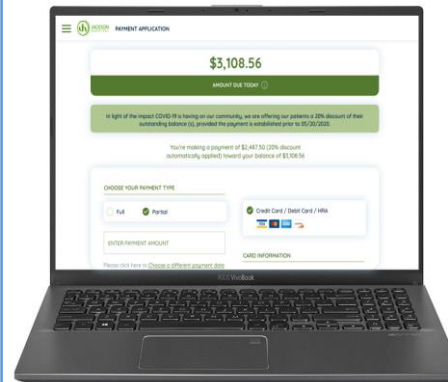
New Patient Communication Methods



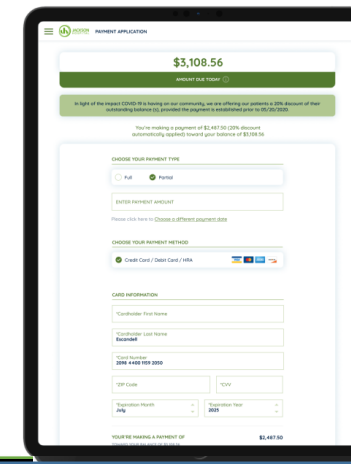
Patients are seeking to communicate and pay their bills through secure modern communication channels



Mobile Phones

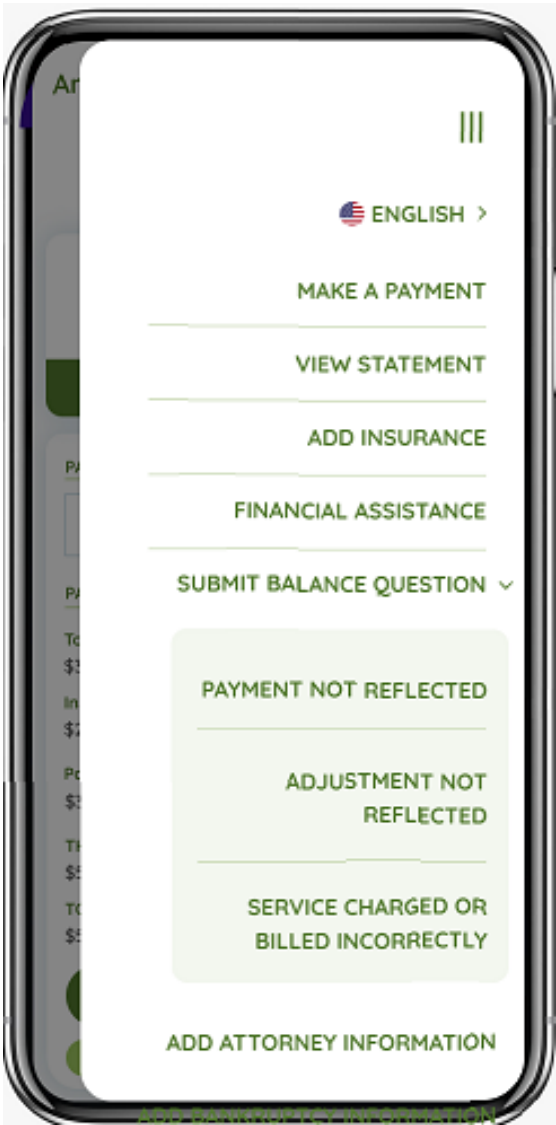
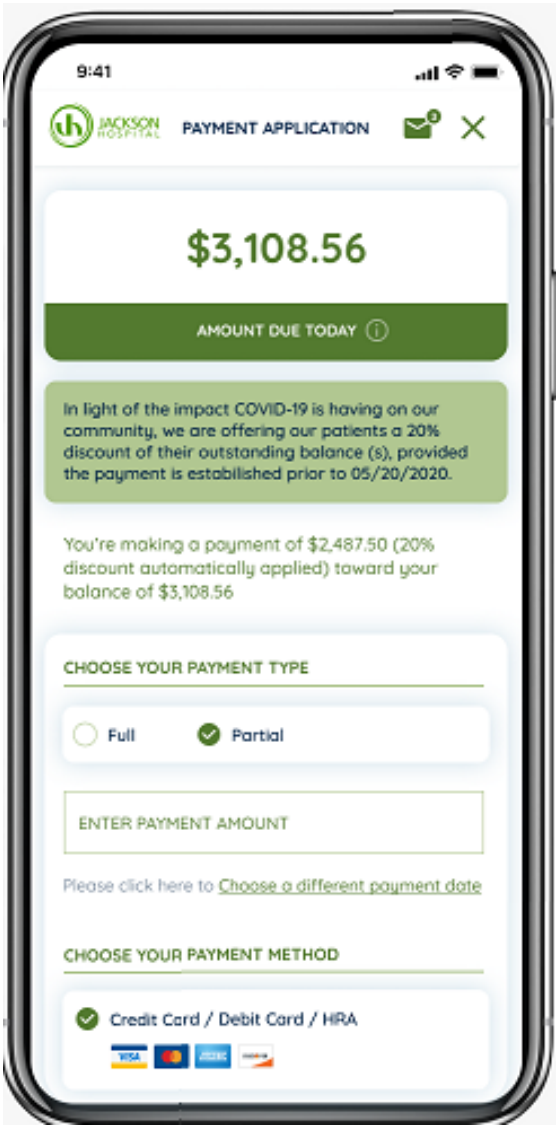


Personal Computers



Tablets

Patient Self Serve Capabilities



Polling Question 2

What percentage of people in the US own a smartphone:

1.) 56%

2.) 72%

3.) 81%

4.) 94%

Why It Works







- 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 – test & learn
- Real-time push responses based on patient portal behavior
- Automated payment plans – based on financial policy, payment history, propensity of payment score, behavioral actions on site and hospital guidelines
- ICD-10 data scrub - identify undiscovered revenue sources (workers comp/disability/auto/liability)

Potential Funding Sources



Advanced Data Analytics Search for Undiscovered 3rd Party Coverage

- TPL
- Auto Accidents
- Workers Comp Claims
- Disability

Disability	Liability	Auto	Workers Comp
Orthostatic hypotension	Pain in right shoulder	Radiculopathy, cervical region	Pain in left finger(s)
Hypertensive chronic kidney disease with stage 5 chronic kidney disease or end stage renal disease	Contusion of right shoulder, initial encounter	Contusion of right hand, initial encounter	Overexertion from repetitive movements, initial encounter
End stage renal disease	Fall on same level from slipping, tripping and stumbling without subsequent striking against object, initial encounter	Car occupant (driver) (passenger) injured in unspecified traffic accident, initial encounter	Civilian activity done for income or pay
			

Poll Question 3



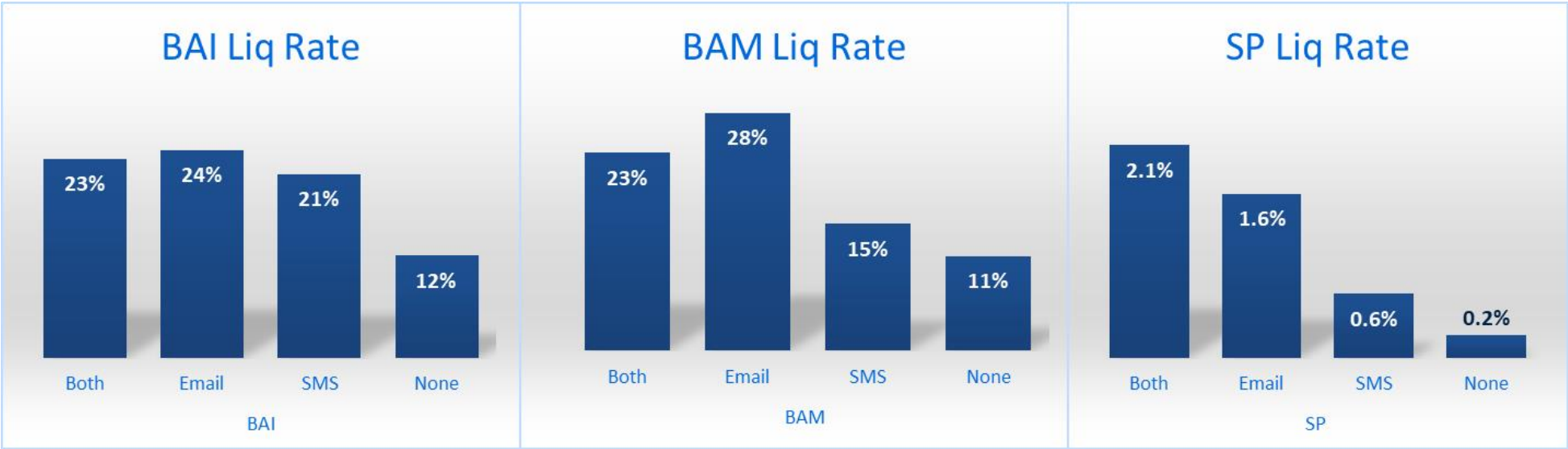
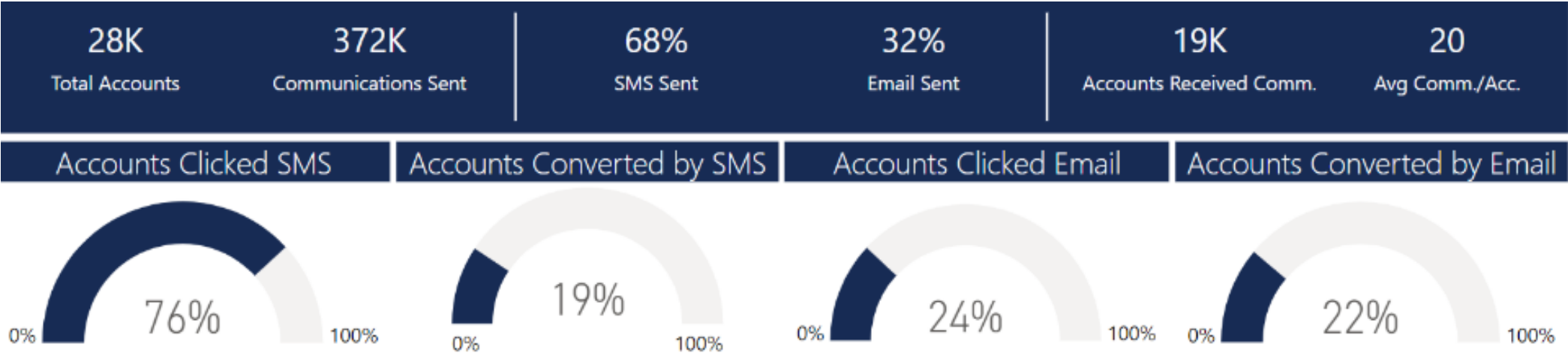
How important do you feel it is to leverage digital engagement with patients about their account balance due?

1.) Not important

2.) Somewhat important

3.) Very Important

How The Patients Are Engaging?

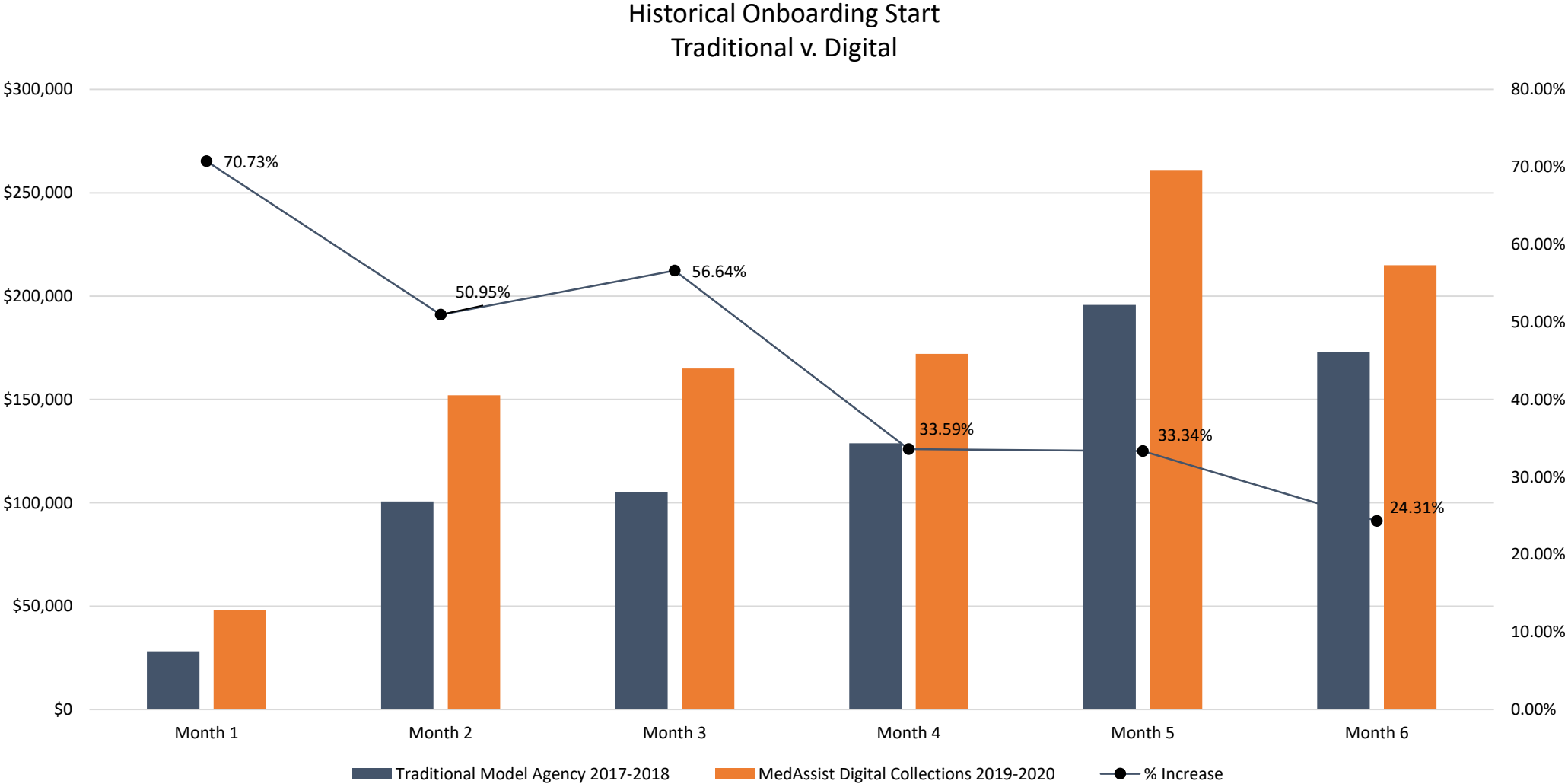


Increased Engagement = Increased Cash

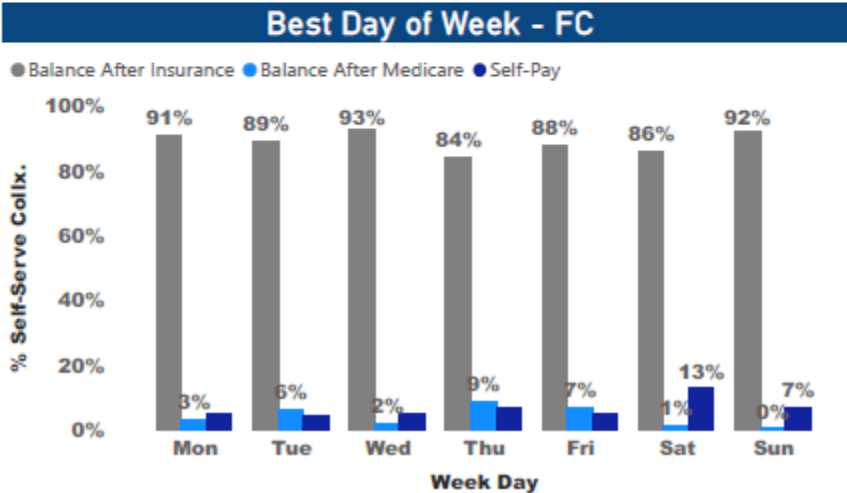
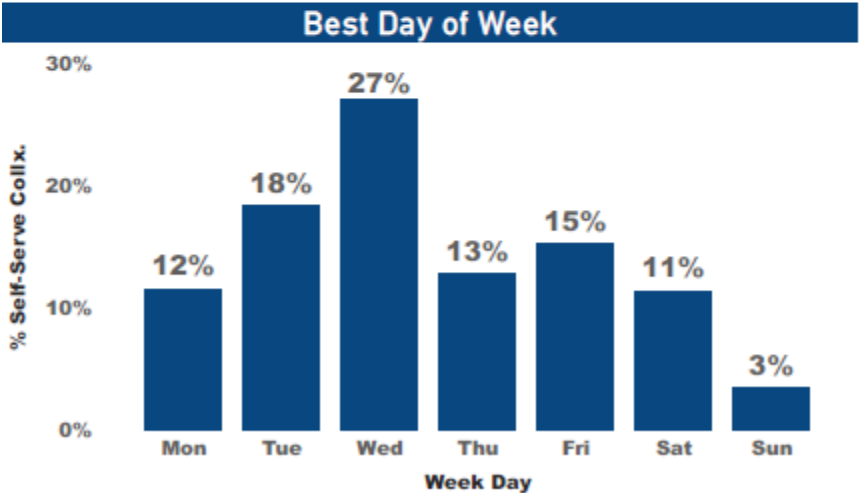
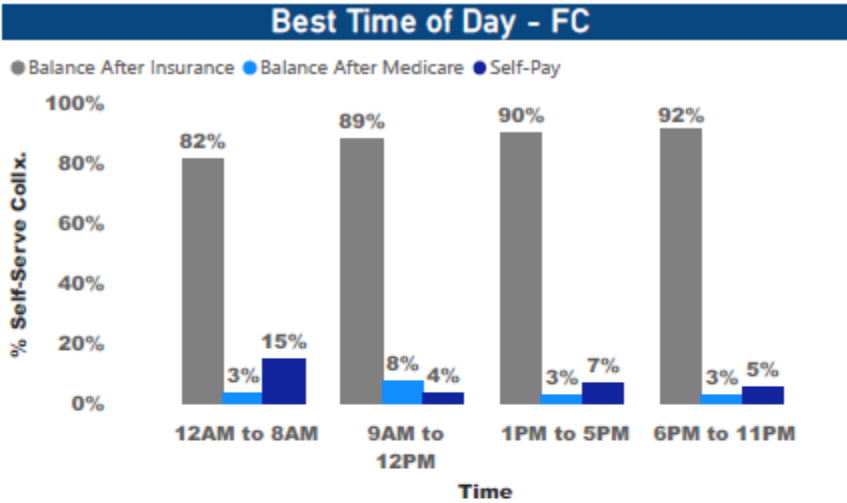
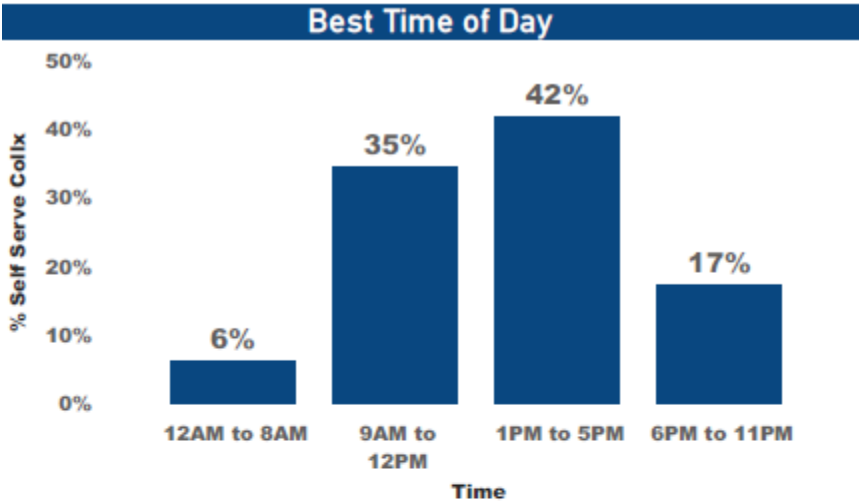


	Digital	Traditional
	Monthly Placements	Monthly Placements
	\$10,000,000	\$10,000,000
	Click Through Rate	Right Party Contact Rate
	75%	20%
	\$7,500,000	\$2,000,000
Conversion Rate	20%	20%
Cash Recovery	\$1,500,000	\$400,000

Collection History v. Current



Behavioral Engagement Analytics

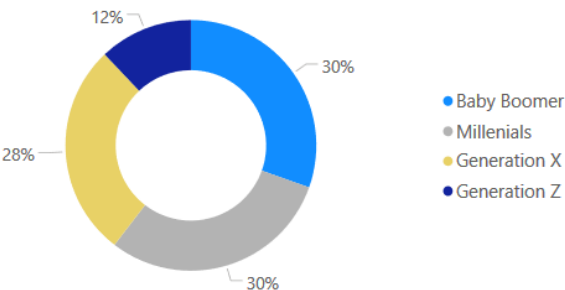


Who Are Engaging & Paying The Most By Generation?



- Older generations paid rates were higher across both email and text

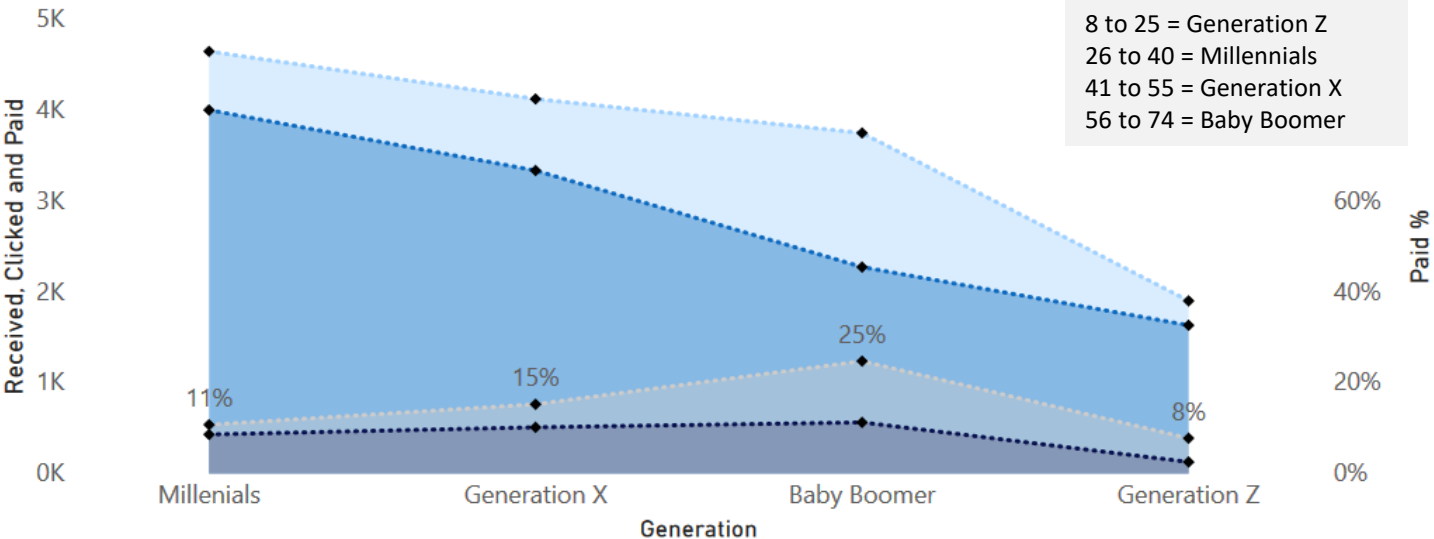
Population Distribution By Generation



- Baby Boomers & Millennials comprise 60% of the population
- Millennials have received the maximum number of communications due to the population size followed by Baby Boomers

Which Generation has Received, Clicked and Most Likely Paid?

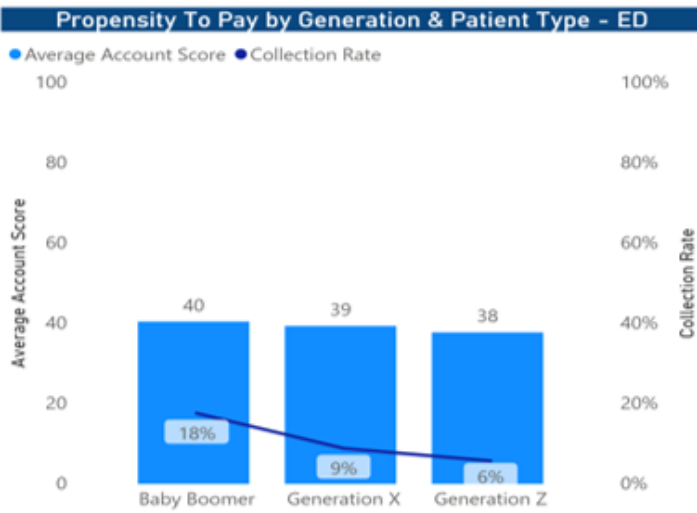
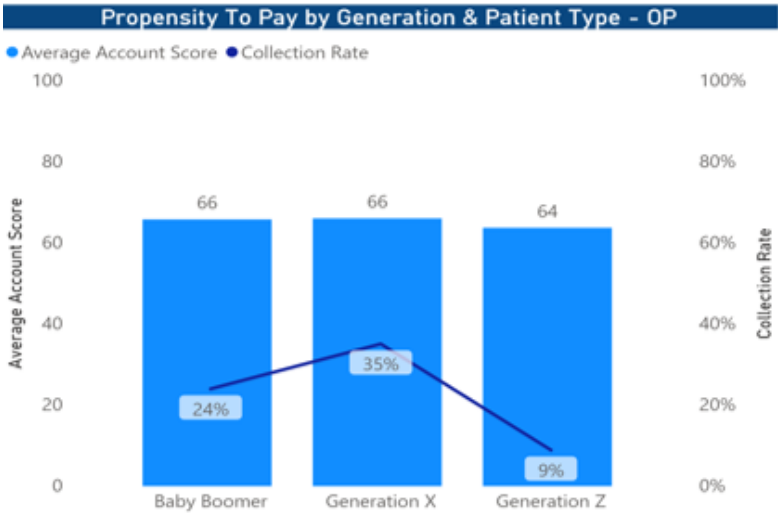
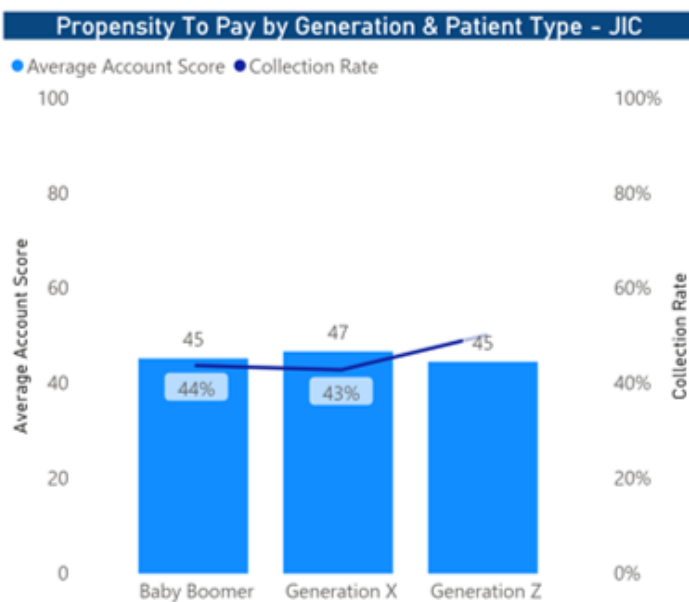
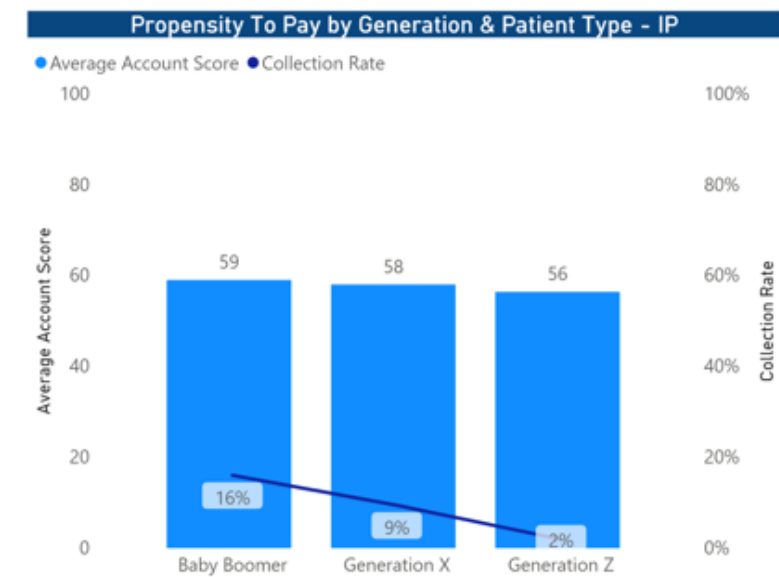
Received Clicked Paid Paid %



- While Millennials clicked the most their payment rate is less with a paid rate of only 11%
- Baby Boomers on the other hand have clicked less compared to the number of communications received, but have the highest paid rate in the group

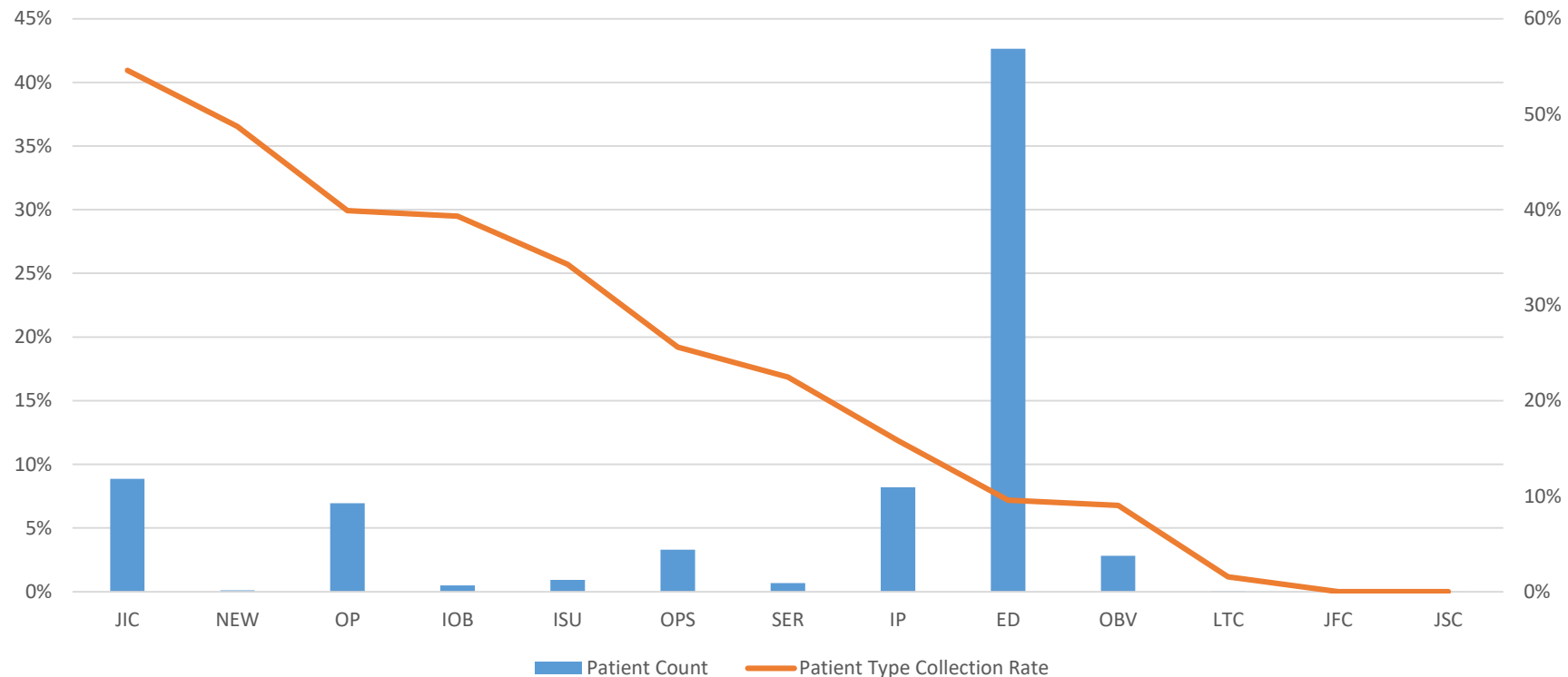
Received = #Accts received communication; Clicked = #Accts clicked website from SMS/Email; Paid = #Accts clicked & paid; Paid % = (Paid/Clicked)%

Account Scores by Generation & Patient Type



Collection Rate by Patient Type

- ED has the largest patient population (57%), but one of the lowest collection rates (7%).



- Inpatient (IP) accounts for approximately 50% of total collections.

Summary of High Level Benefits



- Improved Patient Liability Recoveries – 25%
- Reduction of Bad Expense
- Full Call Center Support
- Superior Seamless Patient Experience

Digital First – Digital Now





Questions?

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What is the Florida Sunshine Chapter AAHAM?

Florida Sunshine Chapter AAHAM is a networking group of Healthcare Revenue Cycle Management professionals throughout Florida. **Florida Sunshine Chapter's mission is to provide education, certification, networking, career guidance and opportunities and advocacy for all healthcare revenue cycle professionals.**

AAHAM is dedicated to giving you the inside intelligence you need to thrive professionally. As a member, you have access to information on critical topics like education and advocacy in the areas of reimbursement, admitting and registration, data management, medical records, patient relations and so much more.

For more information on benefits and to join online, visit www.floridaaaham.com

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