

Patient communications via text and email

Enhance your revenue. Modernize your patient experience.



Self-pay technology

Today's consumers expect all their financial transactions to be modern, mobile, safe, and convenient. To meet these expectations, healthcare organizations need to leverage the latest technology and communication platforms. Offering patients flexible, self-serve options throughout the care continuum empowers them to take control of their accounts and enables them to use the channels most familiar and comfortable to them.

Text and email are **inexpensive, modern, fast, and effective** ways to reach your patients and help them resolve their self-pay balances. They can be used to send payment notifications and payment reminders, just as letters or calls have been used in the past.

Text messaging success: a case study

As part of our revenue cycle management engagement with a community based hospital in the Midwest, we provide customized self-pay technology solutions. Our secure patient-engagement platform includes text and email alerts for:

- Automated/recurring payment reminders
- Balance update notifications
- Text-to-pay options

The text program has led to measurable improvements for our client:

- Reductions in **aging self-pay A/R**
- Patients paid **51% more often**, with an **average payment amount 11% higher** than those who did not receive a text
- **51% increase** in rate of patients who pay within seven days of receiving a balance-due notification (7.7% rate for patients receiving a text vs. 5.1% for those who do not)

As with all our revenue cycle solutions, our text and email platform complies with applicable rules, security protocols, advisories, standards, and guidelines required by Payment Card Industry Data Security Standard (PCI-DSS), Telephone Consumer Protection Act (TCPA), and Regulation E. We also maintain privacy policies and procedures for addressing Health Insurance Portability and Accountability Act (HIPAA) and patient information restrictions.



Email and text are replacing phone calls and letters as communication channels of choice for providers and patients.



Questions? Please contact Xtend today to explore better patient communication solutions for your organization. Complimentary AR analysis and Patient Communications solution proposal is available upon request.

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