# PersonaPay™

Empower patients to pay precisely what they can, when they should, from anywhere

RevSpring™

Strengthen overall patient loyalty by enhancing the payment experience with empathy

Balancing empathy for patients while maintaining the best payment outcomes takes both art and science. It starts with understanding each individual patient's ability to fulfill their financial responsibility and matching that with the best payment option. This approach not only makes the patient feel understood, but it also gives you the best financial outcome by reducing unnecessary write-offs and bad debt. When an individualized approach is combined with an intuitive payment portal interface payments are easy for patients, which may lead them to pay faster.

Average payment rate increase between

1.24–1.55%
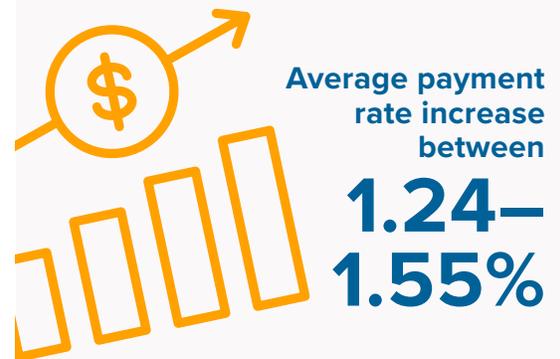
Additional revenue increase from
## $250K to $2.33M
based on total receivables

Patient Portal Designed For Successful Self-Serve Payments

PersonaPay™ offers patients an easy way to set up and manage self-serve payments, payment plans, financing options and financial assistance all based on each patient's individual need. Patients can also set up personalized notifications and preferences for electronic statements, stored card or banking information, auto-pay and digital communication preferences via email or text. All of this is designed to promote self-service payments, reduce the number of customer service inquiries and help patients to fulfill their financial obligations.

Enjoy

65%

self-service rates

(untouched by your staff & call center team)

PersonaHealth

Lisa Smith (LS)

Welcome Lisa! You have a payable balance.
Your current balance is $1,500.00

Pay in full today

Save 20%
Pay only $1,200.00 when you pay in full today

Pay today

Enroll in a payment plan

$250.00
Per month

Enroll Now

Not ready to pay your entire balance?

Make a partial payment.

Partial Payment Options
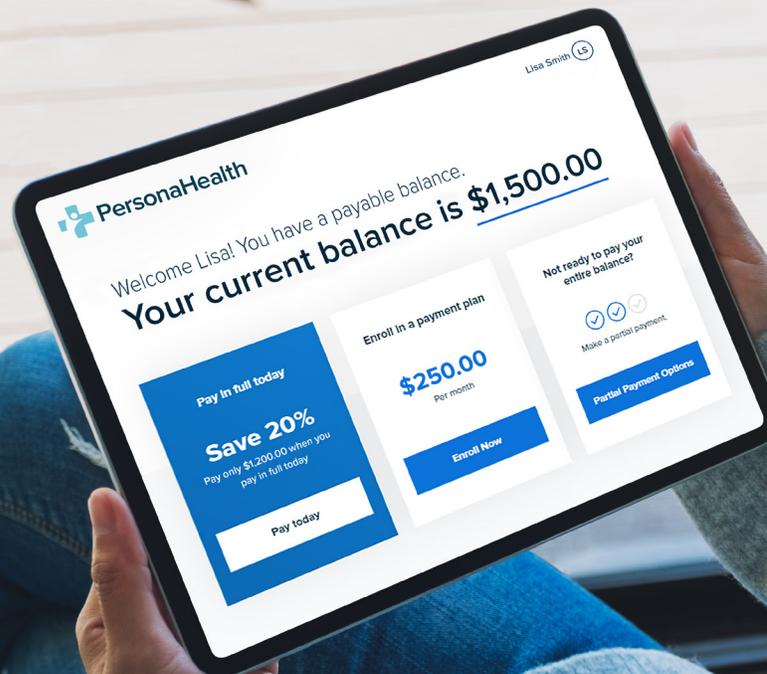
Give Your Team the Same Insight

In more complex billing situations, PersonaPay ensures your customer service and front desk staff benefit from the same patient-specific insights. PersonaPay eliminates guess work by helping your team guide patients through an empathetic financial conversation. The combination of built-in dynamic scripting—and access to the same information patients see on their portal—gives your staff the tools they need to be successful. Team members gain secure access to the patients' account summary, recent activity, wallet information, preferences and payment schedules, all of which empowers them to effectively support patients. Secure payments also can be taken over the phone using PersonaPay's marquee Deviceless Payments™.

2.5X
increase
in eBill adoption

compared to other legacy portals
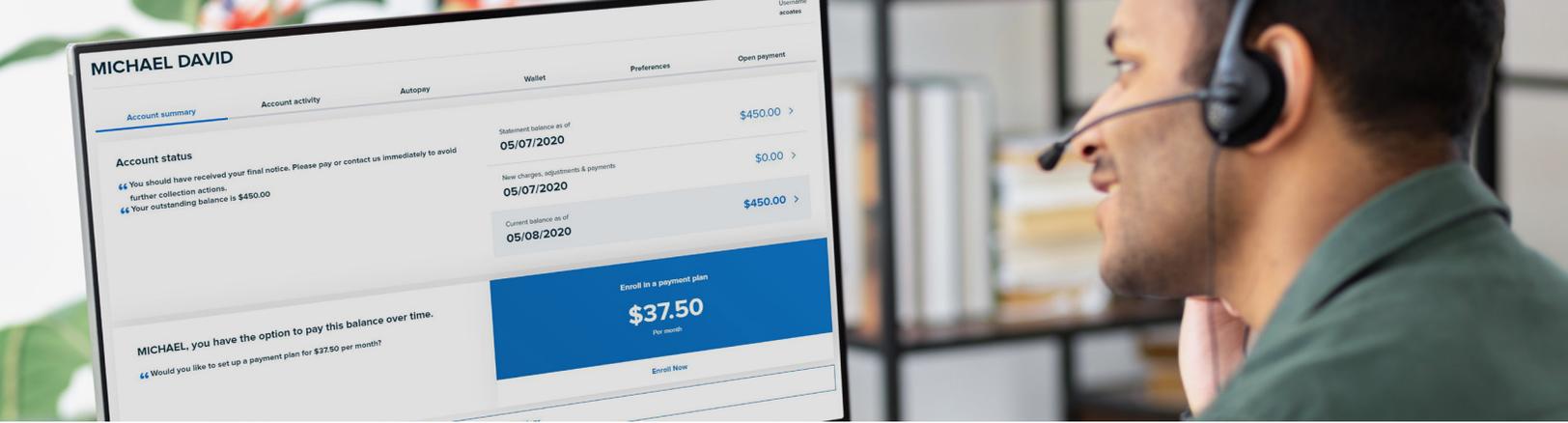
Deviceless Payments™

Many times, the end of a customer service conversation should result in taking a payment. But sometimes patients become leery when asked to give personal credit card or banking information over the phone. You may also be concerned about accepting that information over the phone due to PCI compliance risk.

RevSpring's Deviceless Payments™ provides a safe and secure way for your team to accept patients' credit card and ACH payments. Deviceless Payments can initiate payments via phone, text or email, mitigating PCI compliance risk by bypassing direct interaction with the patient when processing card or banking information. This protects patient privacy while conveniently and expeditiously fulfilling their payment obligation. You also will reap the cost-saving benefits by not having to procure or manage costly devices.

How does it work?

1

EASY

Provider personnel sends an encrypted link via text or email or a soft transfer to an IVR
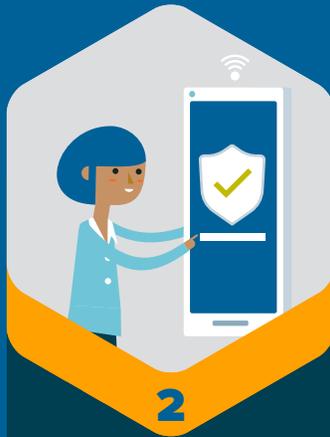
2

SIMPLE

Patient clicks on the encrypted link on personal smart device or listens for prompts in the IVR

3

SAFE

Patient securely enters credit/ debit card or ACH information without ever exposing private credit card or banking information
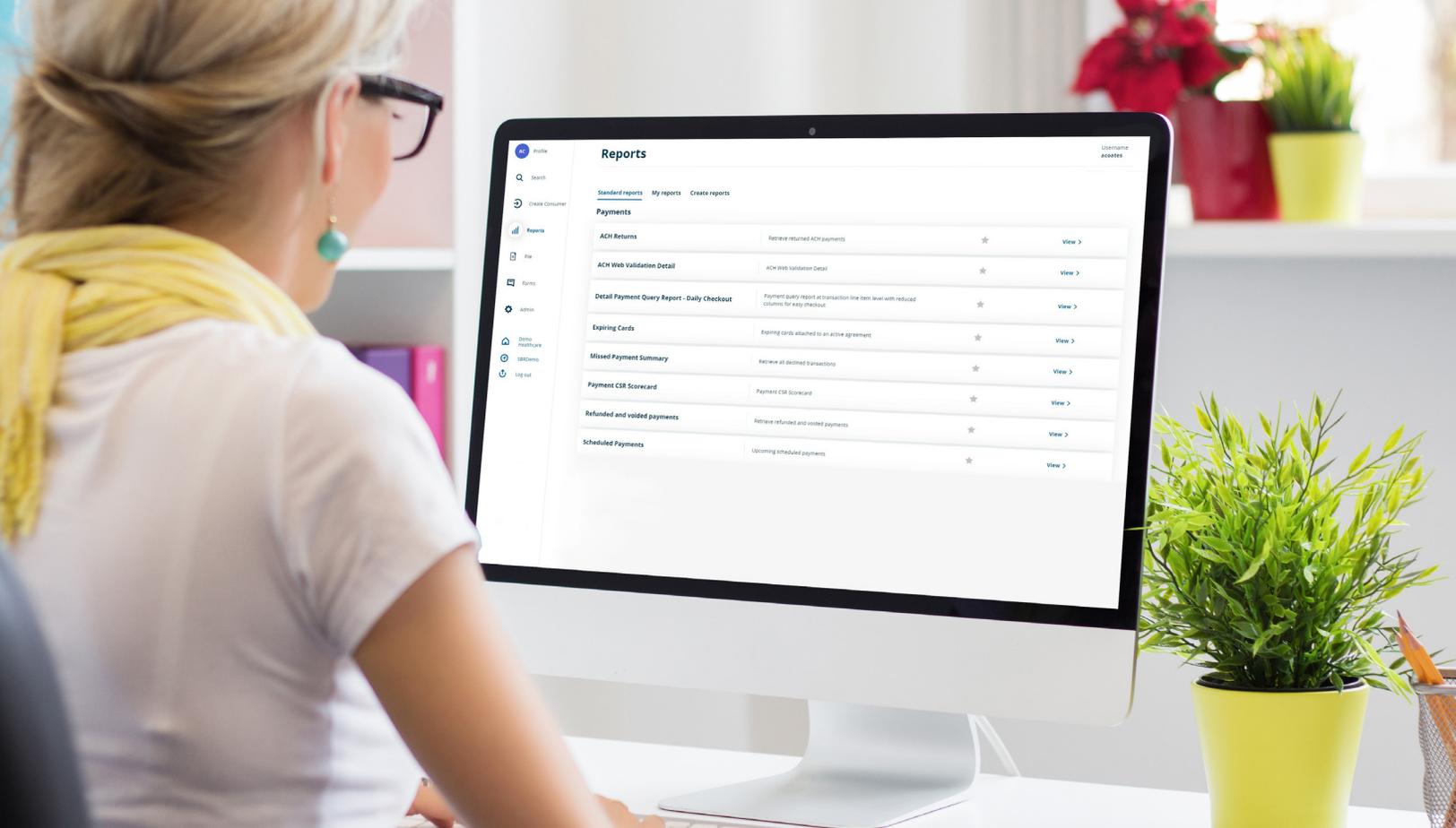
Data at Your Fingertips

Being able to make sound business decisions is critical when building strategies around patient payments. PersonaPay houses a comprehensive set of standard reports that will help you better understand your overall payment practice. You can quickly and easily create unique views, filters and new reports from the data that is collected within PersonaPay. The reports can be shared with a simple download for those in your organization who do not have access to PersonaPay.

Integrations

We understand that a payment interface portal is only one piece of the payment puzzle. For that reason, we ensure that PersonaPay is integrated with more than 95% of the EHR market and numerous gateways (including our own merchant services). Payment transactions are seamlessly posted back into your EHR system as the record of truth. When using RevSpring's merchant services, you have easy access to our automated reconciliation tool that cuts manual reconciliation in half.

PersonaPay is integrated with over

95%

of the EHR market

Easy Install

With all of the benefits PersonaPay brings, new clients naturally are eager to be up and running as quickly and efficiently as possible. Easy Install, our proven implementation methodology, is designed to accelerate your implementation timeline by threefold, as compared to other typical payment portal implementations.

Using configurations to include mainstream features that are most widely used by healthcare providers, our repeatable and documented implementation process is designed to limit your IT and other internal resources' time commitments, as well as streamline your testing requirements.

Embedded Intelligence

A lot goes on behind the scenes to ensure you are offering the best payment option to each individual patient through PersonaPay. RevSpring leverages a broad blend of demographic data and dynamic modeling techniques to create the intelligence you need. Three predict scores are used in concert with PersonaPay to make sure you achieve the best payment results.

Propensity to Pay Score: Know the extent that an individual patient can pay and offer tailored targeted payment options—payment in full, a payment plan or financial assistance—that is more likely to result in revenue collection while still showing empathy for each patient.

Payment Plan Optimization Score: Understand the right payment plan upfront to give you the assurance you are offering patients a compassionate and realistic payment experience. With a combination of analyzing your current payment plan business rules, past payment plan activity and demographic data, you can have confidence that you are matching the best payment plan option for each patient. This ultimately improves patient loyalty, satisfaction and increases payments by identifying the right payment plan terms.

Financial Assistance Score: Accelerate a patient's best financial outcome by proactively identifying whether they qualify for financial assistance. Our financial assistance score fairly and consistently predicts poverty level, household income, assets and other critical information. This empowers you to make sound, empathetic decisions and to catch financial assistance candidates before blindly moving them to bad debt. You also can be confident that you're in adherence with strict healthcare financial assistance IRS regulations.

Putting it all Together

Through solid analytics, an easy-to-use interface and a tailored approach to each patient, PersonaPay is your go-to solution for improving pay rates, fostering empathy and driving patient loyalty. You can't afford to wait. Reach out to us for a demonstration of this powerful tool now.
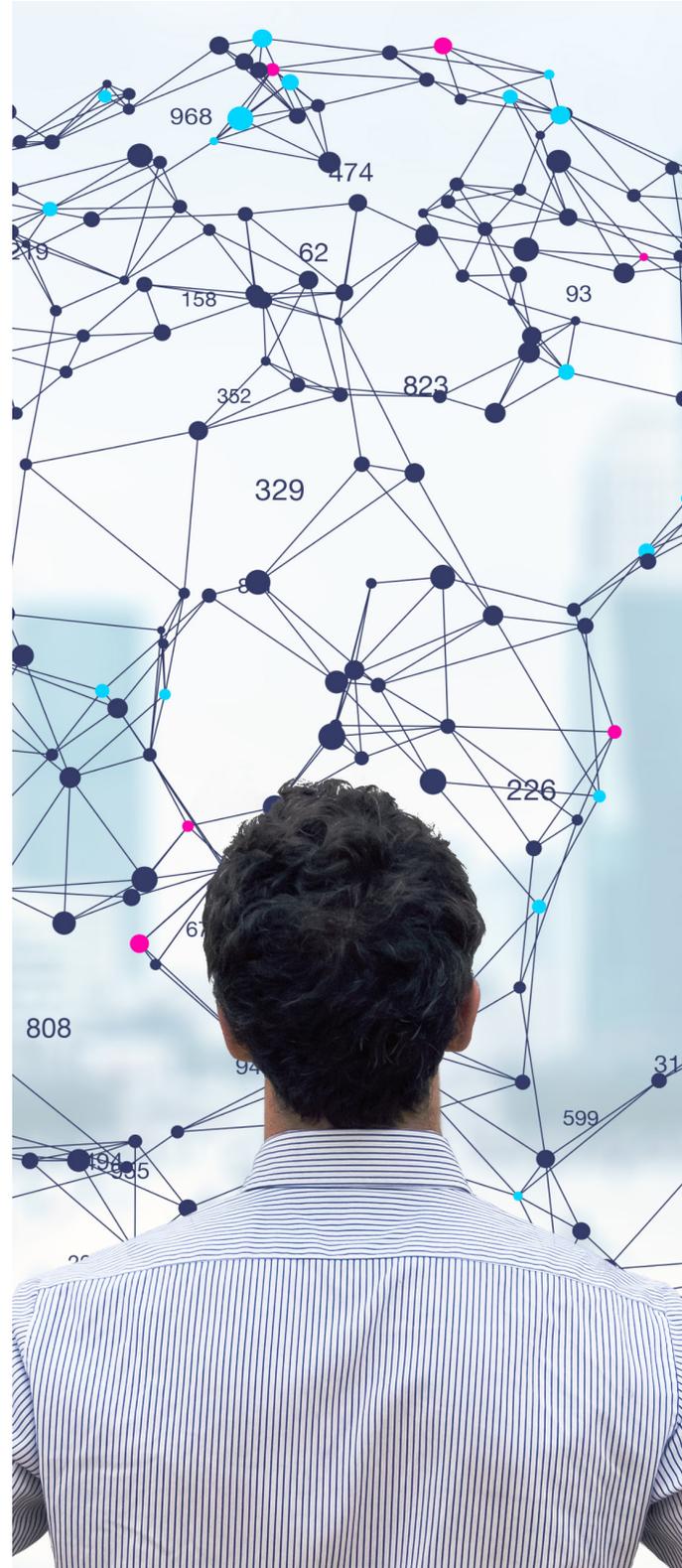
For inspiration follow us on **LinkedIn**