

Increasing Patient Payment Efficiencies While Reducing Collections Costs

*“...easy to work with and clear on how the process worked.”
Deena Hardy – Director of Billing*



BACKGROUND

Lansing Urgent Care

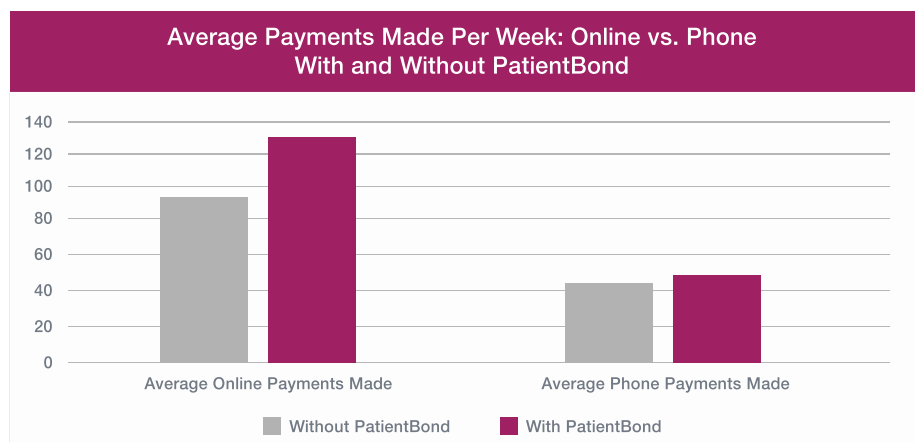
Lansing Urgent Care currently has 7 locations in Michigan, and they are looking to expand to 9 by the end of the year. In a healthcare system that is often seen as inefficient, overpriced, and stressful, Lansing Urgent Care offers a refreshing solution, promising premier care in an unrivaled urgent care setting.

One area Lansing Urgent Care wanted to tackle to reduce patient stress and drive improved efficiencies involved the patient payments process. Lansing Urgent Care sought to reduce the number of accounts sent to Collections as well as the costs associated with paper statements and phone calls for overdue accounts.

Lansing Urgent Care Goal: Increase payment collection efficiency and reduce statement costs.

Increase Payment Collection Efficiency:

One week after the initial design session with PatientBond, Lansing Urgent Care's payment reminder program consisting of email and SMS/text messaging was up and running. The patient response to the first round of payment reminder messages was staggering. Lansing Urgent Care collected **\$57,530 in the first week** of messaging alone. After the initial swell of collections, Lansing Urgent Care has seen a steady **23.48% average increase in patient payments.**

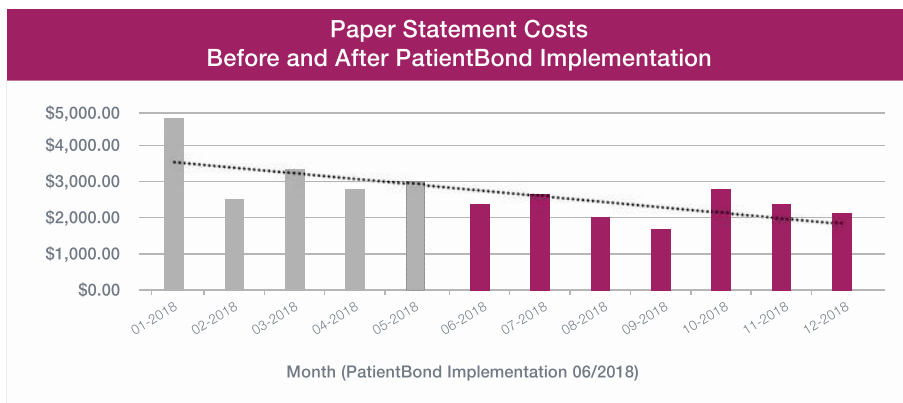


A key part of improving the efficiency of payment collections for Lansing involved encouraging patients to pay through the online payment portal instead of having staff spending time on the phone to collect payments. With PatientBond messaging, there was a **39.08% increase in online payments made, while only handling an average of 4 more phone payments** per week.

Over 10 months, Lansing Urgent Care has **collected over \$460,000** since launch of the PatientBond program.

Paper Statement Savings:

Before using PatientBond, Lansing Urgent Care was spending on average \$3000+ per month on paper statements. With SMS and Email communication provided by PatientBond, Lansing has seen a **30.28% decrease in paper statement costs, saving them over \$12K a year.**



PatientBond exceeded Lansing Urgent Care’s goals. Following the success seen with the payment reminder program, Lansing Urgent Care has recently turned to PatientBond for a Patient Loyalty solution which is currently in development. They also used PatientBond recently to announce their new Telemedicine services via SMS and saw an immediate 50% increase in visits to that platform.

PatientBond Implementation Highlights

- ✦ Increased payment collection efficiency
 - ✦ 23.48% average increase in payment collection
 - ✦ \$57,530 collected in first week of messaging
 - ✦ 39.08% increase in online payments made
 - ✦ Over \$460,000 collected and counting.
- ✦ Reduced paper statement costs
 - ✦ 30.28% decrease in monthly statement costs
 - ✦ Average savings of \$12,000+ per year

“Great service and great results.”

Deena Hardy – Director of Billing

Contact us at info@patientbond.com or call 630-225-9450 to schedule a demo or discuss how PatientBond can help your organization significantly increase patient responsibility payments.