

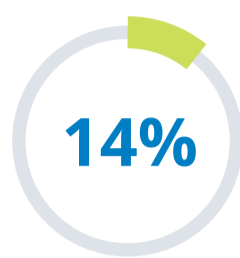
Power to the Patients!



Clinical services are only one part of the Patient/Provider relationship. The care given in helping the patient understand and meet their financial obligation is a critical component for building patient loyalty.



90% of patients cited the financial experience as the driving factor in provider loyalty.¹



14% (or 1 in 7) have been forced to delay medical treatment due to outstanding balances.¹

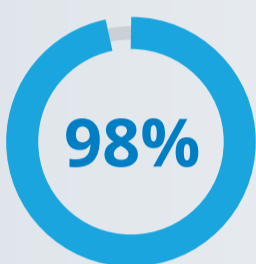
Proactively educating patients on plan benefits and estimated financial responsibility, positions the organization as advocate rather than adversary.

What do they want?

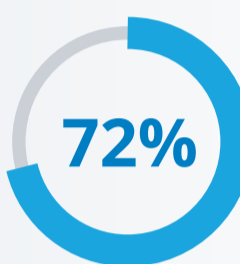
In every critical transaction, customers expect two things:

 **SPEED**  **ACCURACY**

However, in recent market research customers reported:



98% have had to use multiple methods to resolve a single issue.²



72% required escalating a customer service or technical issue to the organization for resolution.²

The customer determines quality of service, not the organization.³

How do they want it?

For the majority of customers, great service means humans providing support by webchat or phone in real time.

Self-service solutions, such as mobile apps, websites, or chatbots, cannot be overlooked. While these automated interactions provide issue resolution in only 41% of cases on first contact, they are an essential component of your customer service suite.²


Elements of world class customer service

Technical solutions should include:

- + Comprehensive, single-touch complaint resolution
- + Self-service payment options via patient portal, online chat, IVR, and SMS
- + Recorded patient calls, both inbound and outbound, with transcripts for quality review



Acting as advocate, your financial services department should proactively assist patients in:


Identifying plan coverage not captured at discharge


Arranging manageable payment plans


Locating and applying for financial assistance

Your patients keep the score

Patient satisfaction surveys are the best avenue for capturing honest feedback, but not all surveys are created equal.

To increase the likelihood of patient response, and actionable data, your post-discharge surveys should:

- + Be sent immediately after services are rendered
- + Consist of about 4 simple questions – be respectful of your customer's time
- + Convey a sincere, empathetic desire to improve quality of service



The patient survey is the final piece of the clinical experience, and should be treated with as much importance

About Revenue Enterprises

Founded in 2004, Revenue Enterprises is a leader in compassionate, tech-enabled patient financial engagement. With a comprehensive offering including early-out self-pay billing, debt recovery services, contact center overflow support, and most recently patient scheduling and access service, we ensure that revenue is maximized and relationships are both preserved and enhanced.

For more information please visit:
www.revenueenterprises.com



Sources:

1 <https://patientengagementhit.com/news/90-of-patients-say-loyalty-relies-on-patient-financial-experience>

2 <https://www.copc.com/lp/global-benchmarking-series/#report2>

3 <https://www.forbes.com/sites/chipbell/2023/08/15/whats-wrong-with-customer-satisfaction/?sh=5b9e5de77078>