

# 10 Digital Expectations Patients Have for Their Billing Experience

## 1\* Verifying Coverage Builds Confidence

Continue verifying the accuracy of information on file for self-pay patients. Through conversation, the patient will feel more confident in their bill's accuracy leading to quicker payment(s).

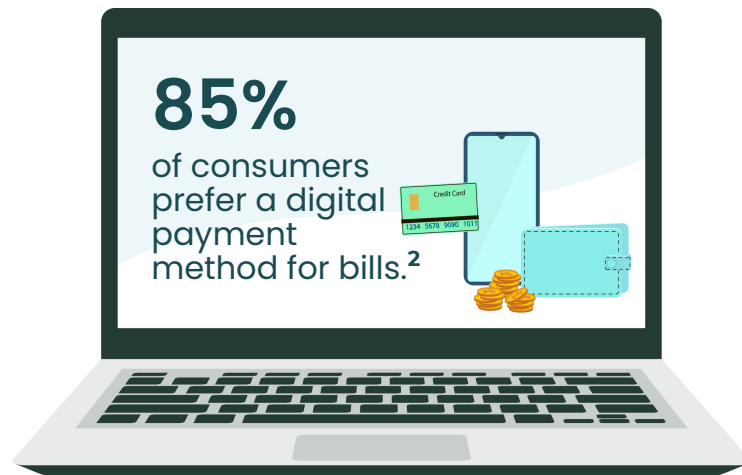


75%

of claims denied are due to patient ineligibility for the services rendered by the healthcare provider.<sup>1</sup>

## Digital Payment Options

A payment portal on your website is the minimum expectation at this point, but you should have an option to pay within your mobile patient portal app as well.



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## 3 Transparency of Billing Cycle

Does your website clearly explain your billing process? Is it easy to find? Patients and consumers alike, appreciate knowing what to expect, especially with payments.

## Automated Payment Reminders

Automated SMS, email and patient portal app reminders are a MUST for improving payment velocity. Paper statements alone won't suffice in this digital era.

4\*



## 5 Chat Support For Billing Inquiries

Live chats can be automated to a certain point. So, some common issues can be handled via rule-based or artificial automation before being redirected to a live employee.



## Discounting Incentives

Offering a discount incentive for early/on-time payments to certain patient segments encourages proactive behavior.

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## 7 Financial Assistance Information

We've mentioned the benefits of digital communication channels such as chat, SMS, and email. More touchpoints around FA can lead patients to discover program qualifications and apply.

Offering a financing program could increase patient retention by 92%<sup>4</sup>



## 8 Marketing Payment Plan Terms

Publicize payment plan options on your website. Patients are shopping healthcare providers like they would appliances. Promote payment flexibility in the way big box retailers have been for decades.

## Tailored & Flexible Payment Plans

Get creative with the data at your disposal for more tailored options. Take it a step further by giving patients the control to manage their own payment plans digitally.

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## 10\* Personalized Communication

Tailor your communication campaigns by personalizing messages with their name and specifics around their situation.

Begin the digital transformation of your patient financial experience to boost revenue, streamline operations and improve the overall patient journey from start to finish. HCM can help you bridge the gap between seamless patient satisfaction and financial responsibility. Visit us at [hcmar.com](http://hcmar.com) or contact us at [hcmmarketing@hcmar.com](mailto:hcmmarketing@hcmar.com) to begin driving change.

\*HCM can provide solutions & support

