

Increasing Your Revenue Is Not Dependent On Increasing Charges

In the good old days when healthcare facilities collected more than 90 percent of their payments from a source other than the patient, traditional invoicing was an adequate collection process. Today, as out-of-pocket costs approach 30 percent of total revenue, providers must use new systems that make it easy to capture the patient's payment obligation and reduce bad debt. The good news is that you don't need more patients to increase revenue, but you do need a solid patient pay process if you want to thrive.

Electronic patient payment solutions from ABILITY give healthcare providers a complete suite of patient payment options from online to point-of-service (POS), and card-on-file to automated payment plans. The web-based applications allow providers to process any type of payment at any location and provide patients a way to pay online 24/7. ABILITY customers have seen significant improvements in revenue collected from patients since adopting the program.

Clients Are Realizing Positive Returns

Using ABILITY applications, a critical access hospital was able to increase collections by more than 50 percent. Collections after two years using ABILITY | SECUREPAY grew by \$211,620, following a 10 percent increase in POS payments, a 12 percent jump in recurring payments and 7 percent greater online payments. Online payment options have also provided impressive collection numbers for a suburban multi-specialty clinic. A 13 percent increase in online payments contributed to increased collections of \$668,281 in just two years, a 27 percent increase to their bottom line.

Revenue increases do not stop after just one or two years either. A metropolitan area specialty clinic with more than 100 providers was able to improve revenue through multiple sources, and by the fourth year of using ABILITY, they realized a 258 percent increase in revenue.

Current users of ABILITY | SECUREPAY will continue to see annual boosts in collections while new customers can begin seeing significant gains quickly. The changes to healthcare are universal, so regardless of your size, location or specialty, a robust electronic payment application is necessary to optimize collections. In addition to collecting more, using ABILITY applications organizations have experienced a reduction in workload for the business office due to patient self-service, automation and consolidated, simplified reporting.

These changes are not driven solely by reform in the healthcare industry. Consumers are using online payments for a number of different products and services and expect to settle accounts whether the billing office is open or not. While users of ABILITY | SECUREPAY will see greater collections at the point of service and with the card-on-file programs,

+52%

Increase in revenue for critical access hospital access using ABILITY

+27%

Increase in revenue for a suburban multi-specialty clinic using ABILITY

+258%

Increase in revenue for a metropolitan area specialty clinic using ABILITY

online payments have shown very impressive results for current users. For most consumers, it's a question of security and convenience. When paying online, they do not have to give their credit card information to someone they don't know over the phone or risk putting that information in the mail. They can pay any time they wish from any location, including on their mobile devices. Plus, they get an instant email receipt.

Further evidence that ABILITY | SECUREPAY works for healthcare providers is demonstrated through our 98 percent client retention rate. Electronic payment tools are not a one-time improvement in revenue. They are technologies that will keep pace with the growing out-of-pocket payments that healthcare providers see year after year.



