

Top 5 Touchpoints for Capturing Patient Payments

Today's patients expect fast, simple ways to pay, and most won't jump through hoops to settle their bills. That means every patient interaction becomes a chance to capture revenue.



Did you know over 40% of patients would switch providers for a better payment experience?¹

The good news:

You already have the built-in touchpoints to make it happen.

Here are five moments where the right solutions can help you get reimbursed faster, so you spend less time chasing payments.

1



Appointment Scheduling

Set payment expectations early. Patients are more likely to pay when they know what's expected before they walk in. So, let patients know their options like prepayment, payment plans, or putting a card-on-file for larger balances. This is also the best time to resolve past-due accounts. No surprises, no awkward conversations at the front desk.

2



Front Desk

Did you know patients are twice as likely to switch providers with a negative front desk experience than a poor clinical experience?² So make sure to create a welcoming environment, leading with compassion and inclusivity.

The front desk is also your prime opportunity to capture co-pays, deductibles, and unpaid balances. Make it easier for patients by accepting all payment methods: cards, contactless (smartphone), cash, and checks.

3



End of the Appointment

After receiving care, patients expect to settle up. Take advantage of that opportunity by accepting all payment methods – and for larger balances, offer recurring or scheduled payments. If they're not ready, point them to your online bill pay so nothing slips through the cracks.

4

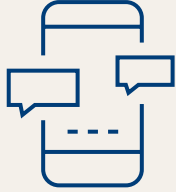


Follow-Ups

Don't wait for patients to remember their bill; reach out fast with a virtual statement including a direct payment link by text or email instead of paper statements (95% of patients open texts within three minutes³).

Offer full payment, recurring payments, or another chance to pay online. The sooner you follow up, the higher likelihood you have of collecting while it's still top of mind.

5



Online, 24/7

Let patients pay when it's most convenient. As more and more patients choose digital options to pay bills, often before or after business hours, ensure your payment options are front and center, simple, and login-free. The easier you make it, the more payments you'll likely receive.

When it comes to patient payments, communication and setting clear expectations are key to a positive experience that keeps them coming back. When patients know payment is part of the process and see flexible options, they pay faster and fully. The right solutions help you set the tone, keep patients happy, and enhance your reimbursements while reducing A/R days and dreaded bad debt write-offs.

Turn Every Touchpoint Into an Opportunity

With Inovalon's [Patient Payment Management™](#) you can collect payments anywhere, providing patients with the flexibility and convenience they want while helping you avoid breaking a sweat chasing payments.

Streamline and increase payments with a true end-to-end revenue cycle solution.

Stop Chasing Payments



1. "How Digital Payment Solutions Are Transforming Healthcare", Discover Global Network, accessed July 24, 2025, <https://insights.discoverglobalnetwork.com/insights/how-digital-payment-solutions-are-transforming-healthcare>
 2. "The power of trust: Unlocking patient loyalty in healthcare", Accenture, accessed July 24, 2025, <https://www.accenture.com/us-en/insights/health/difference-between-loyalty-leaving>
 3. "SMS Marketing Statistics 2023 For USA Businesses", Simon Mannheimer, SMS Comparison, accessed July 24, 2025, <https://www.smscomparison.com/sms-statistics>