

Easier Patient Payment Experience, Happier Patients, Stronger Revenue



In today's consumer-driven environment, the patient payment experience directly impacts how much revenue healthcare providers capture.



Complicated payment processes and unclear medical bills make patients less likely to pay – and make it harder for providers to stay competitive.



On the other hand, offering convenient payment options and clear statements is one of the easiest ways to increase revenue while improving billing efficiency and reducing patient bad debt.

Patients Expect Seamless Payments

A positive patient payment experience creates longer-lasting relationships, turning satisfied patients into advocates who bring new business to your door.



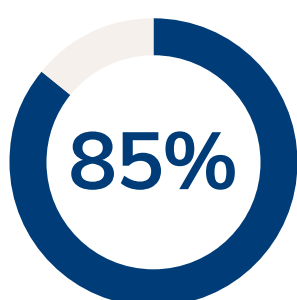
Patients are 84% more likely to stay with providers that are easy to work with – and twice as likely to switch when they have negative front-desk or online experiences.¹



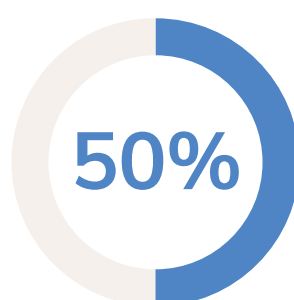
Of the 1 in 5 patients who switched providers in the past year, nearly 90% did so because the organization was hard to do business with.²

Collect More With Clear Patient Statements

If patients don't understand what they owe – or why – they're less likely to pay. They are also less likely to pay bills they didn't expect. Confusing statements force your staff to waste time and money chasing payments.



of patients said they had received a medical bill with confusing or questionable charges.³



of adults said they would not have – or are not sure they would have – the money to pay an unexpected medical bill of more than \$1,000.⁴

Simplify Patient Payments and Statements

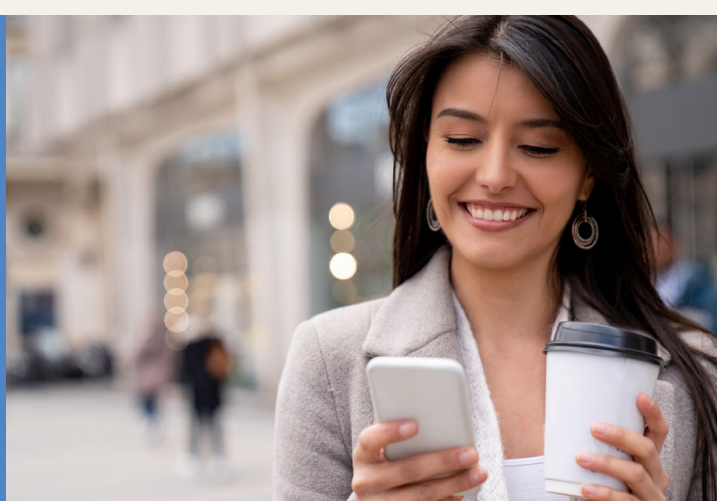
Instead of chasing bad debt, unburden your staff and facilitate a better patient payment experience with connected software to help you:

- ✓ Collect more with 24/7 secure online bill pay
- ✓ Automate revenue capture with flexible payment plans
- ✓ Reduce costs by 75% with eStatements⁵
- ✓ Boost satisfaction with flexible payment options, including cards, FSA/HSA, Apple Pay, and text-to-pay
- ✓ Encourage prompt payments with QR codes that link directly to an online payment portal

Chase Less. Receive More.

See how Inovalon helps you do both.

[Request a Demo](#)



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2. "Survey: Without a Top-Notch Consumer Experience, Expect Patient Flight," America Hospital Association, May 28, 2024, <https://www.aha.org/aha-center-health-innovation-market-scan/2024-05-28-survey-without-top-notch-consumer-experience-expect-patient-flight>
3. "2024-25 Healthcare Experiences Survey," New York State, March 2025, https://nyassembly.gov/write/upload/member_files/095/pdfs/20250310_0113265.pdf
4. "Poll: Majority of Patients Fear Return of Surprise Medical Bills," American Heart Association, July 31, 2024, <https://newsroom.heart.org/news/poll-majority-of-patients-fear-return-of-surprise-medical-bills>
5. Inovalon Price Book 2024