

WHITE PAPER

Driving Patient Payments With Digital, Multi-Channel Engagement

A data-driven framework for capturing collections, reducing bad debt, and building a resilient patient payment operation.



Executive Summary

Patient financial responsibility has surged as high-deductible health plans shift more costs to patients. For healthcare providers, the impact is most visible during the second quarter of the year. As deductibles lag behind early-year care, patient balances concentrate in April, May, and June – creating a critical collection window for providers.

Many organizations struggle to capture these payments efficiently. Manual follow-up processes, fragmented communication channels, and limited digital engagement slow collections and increase bad debt. Staff spend valuable time chasing balances instead of focusing on complex financial cases that require human expertise.

Yet patient payment behavior is increasingly predictable. Patients expect convenient digital payment options, clear communication, and flexible payment arrangements. Organizations that align digital, multi-channel outreach with these expectations can accelerate collections, improve patient satisfaction, and stabilize cash flow while reducing administrative burden.

This guide outlines a practical framework for strengthening patient payment operations through segmentation, automation, and patient-centric financial workflows. Inovalon's **Patient Payment Management™** and **Patient Statement Management™** support this approach by helping organizations improve cash flow by an average of 25 percent,⁴ reduce statement costs by up to 75 percent,⁵ and maintain PCI-compliant payment security.

The Q2 Payment Window: Predictable, Structural, and Time-Limited

Patient payments follow a repeatable pattern in April, May, and June. Volumes rise as deductibles lag and first-quarter services shift to patient responsibility. This trend is structural, driven by plan design and consumer preferences.

133%

Rise in patient collections 2011–2024¹

62%

Prefer to pay medical bills online¹

72%

Cite affordability as their biggest barrier⁶

243%

E-statement adoption growth 2016–2024¹

Patients prefer digital-first interactions, value convenience, and act on clear requests. Online payments, e-statements, and mobile prompts reduce delays and raise completion rates. A consistent, multichannel experience builds trust, lowers confusion, and speeds resolution.

Data-driven teams cut cycle time by engaging from the first statement. They use portals, text messages, email, and phone in a coordinated cadence; they present payment plans, estimates, and financial assistance upfront. Affordability is a barrier for 72 percent of patients⁶ – addressing it early improves outcomes.

3.3

Average number of statements sent before payment²

A Modern Patient Responsibility Program: Payments, Security, and Insights

A modern patient responsibility program makes it easy for patients to understand what they owe and how to pay.



Prioritize convenience, affordability, and security across every touchpoint



Simple, self-service payment paths – lifting cash flow by an average of 25%⁴



Online portal, mobile, card-on-file, payment plans, and flexible scheduling



Shift to digital delivery and e-statements – reducing statement costs by up to 75%⁵



PCI compliance, end-to-end encryption, and fraud monitoring built in

Reporting & Insights

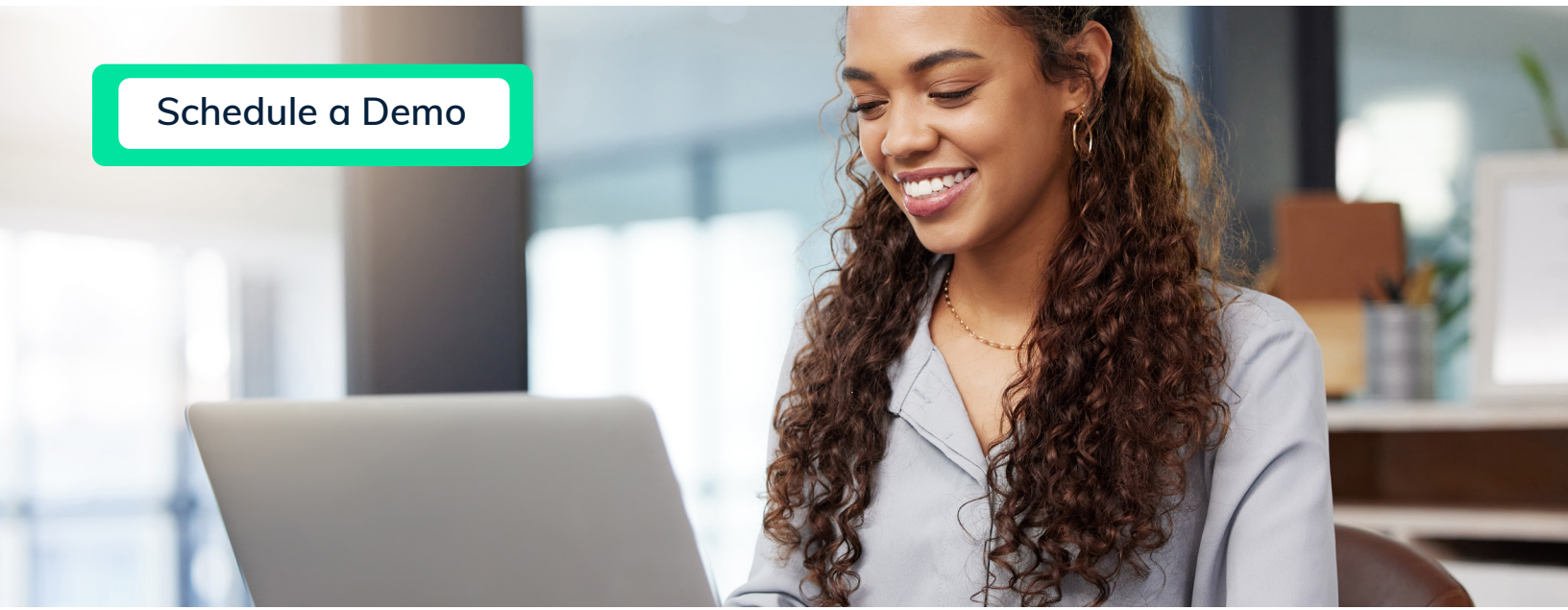
- Role-based dashboards for clear accountability
- Exportable datasets for deeper analysis

Your Q2 Readiness Framework

Sustained performance starts with a disciplined, patient-centered payment strategy. Measure first-statement payment rate and days-to-pay.

Capture the Q2 Window

Organizations that have a strong patient payments strategy going into Q2 see higher collection rates, lower bad debt, and free teams to focus their time where it matters most.



Schedule a Demo

Sources

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3. Inovalon Patient Responsibility Solutions performance data, 2024.
4. Internal Inovalon ROI Calculator, August 2023
5. Inovalon Price Book 2024
6. "Reimagining the Patient Financial Experience," HFMA, December 9, 2025, <https://www.hfma.org/revenue-cycle/reimagining-the-patient-financial-experience/>

About us

Inovalon is a leading provider of data and solutions empowering data-driven healthcare. We bring together national-scale connectivity, real-time primary source data access, and advanced analytics into a sophisticated platform empowering improved outcomes and economics across the healthcare ecosystem. The company's analytics and capabilities are used by over 50,000 active, licensed customers. Learn more at www.inovalon.com.

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