The Patient Financial Experience
Link to Satisfaction, Payment, and More

HFMA Region 9 Webinar
Tuesday, September 15, 2015
12:00 pm CT

Corey Meyer
Director of Patient Access and Virtual Health

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Speaker

Corey Meyer is an experienced Healthcare executive in Revenue Cycle with a history of innovation leadership.

Corey manages 160+ professionals at Lancaster General Hospital focused on admissions, registration, financial clearance, customer service, price estimation, and scheduling functions for nearly a million patient encounters annually. Leading the strategy and implementation of technology that allows patients to interact virtually with the health system and the award winning patient portal, MyLGHHealth.org.

Corey holds an MBA from Pennsylvania State University and a BS from West Chester University of Pennsylvania.
Agenda

1. About Lancaster General Health
2. Vision
3. What we did and the impact
4. Implementation learnings
5. Q&A

About **Lancaster General Health (PA)**

3 hospitals, 689 total beds, 37K annual discharges
- Lancaster General Hospital
- Women & Babies Hospital
- Lancaster Rehabilitation Hospital

13 ambulatory locations
- Suburban Outpatient Pavilion
- Downtown Outpatient Pavilion
- Network of Outpatient Centers
- Three Urgent Care & one Retail locations

Network of 300 employed specialty & primary care physicians
- 21 Primary Care practices
- 20 Specialty Care practices
- Annual patient visits: 539K
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Rethink patient financial experience

“My doctor told me to avoid any unnecessary stress, so I didn’t open his bill.”
Vision

Empower **healthcare consumers** with a financial experience that enables a successful patient journey (+ builds **loyalty**!)

Motivations

1. Raise patient satisfaction
2. Increase net collections
3. Lower cost per payment
4. Engage patients digitally
Today: Friction in consumer experience

- Lack of trust & transparency
- Limited knowledge of payment options
- Tedious process: Uncertain of accuracy
- Limited ways to contact patient
- Hard to verify patient information
- Complex to navigate
- Hard to understand financial responsibility
- Hard to convince
- Intensive follow-up
- Low visibility
- In-difficulty

Billing satisfaction related to key metrics

- 82% would recommend the hospital to a friend
- 95% would return for future service
- 74% paid their bills in full
- 15% would recommend the hospital to a friend
- 58% would return for future service
- 33% paid their bills in full

Source: Consumer Sentiment Study, August 2014 (n=505)
HIGHER bar = early + self service

Self service aligns provider + patient goals

Engagement

Trust

Empowerment

Healthcare rapidly closing its consumer gap

National Survey of “How Consumers Pay” (Federal Reserve of Boston, 2011)

5-10X
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Innovation focus: process + technology

Groups Involved
- Lancaster - PFS
- Lancaster - IT
- Vendor - Portal (Epic)
- Vendor - Billing & Payment (Simplee)

Highlights
- Integrate engagement, billing, and payment
- Increase transparency and accountability
- Enhance portal experience
Self-service *outpacing* overall growth

March 2015 self-service payments up 122% YoY

Patient revenues grew by 14%

Overall growth $1.6M, self-service up $1.7M
Satisfaction insights with every payment

“That was quick and easy!!! Love it!”

“I appreciated not having to use a username/password”

“First tried calling to make payment and was on hold at 10 minutes both times I called. Very frustrating. Paying online was easy.”

“LOVE that it let me set up a payment plan without having to call in!”

“LOVE GETTING THE EMAIL”

“This was so easy and quick that I almost fell off my chair.”

“Very quick and far less complicated than most bill pay sites”

“And you don’t have to be a rocket scientist to go through the whole process.”

“simple and fast-love it!”

Source: Patient survey after self-service payment on SimpleePay

How likely are you to recommend Lancaster General Health to a friend or colleague due to your recent payment experience?

(n=xx, Response rate = x%, Answers range 0 to 10, average x 82%)

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Implementation lookback

1. Launched new functionality
   ○ Self-service payment plans

2. Implement the big bang
   ○ Point-solutions not enough

3. Organizational vision is key

What’s next?

● Friendly estimates (patient + staff)
● Funded financing
● EMV chip readers
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Q&A

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