WAS IT WORTH IT?

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North Florida Women’s Care

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Women’s Care
OBSTETRICS & GYNECOLOGY
Who we are
Revenue Collection Economics
Patient Billing Process - Back in the day
Finding A Solution
Patient Online Experience
Was It Worth It?
WHO WE ARE

- Large, BUSY Obstetrics and Gynecology Practice in Tallahassee, Florida
- Service Area = 600,000 population
- During the past year, we have seen over 18,000 patients with over 52,000 office visits!

- Thomasville, GA
- Marianna, FL
- Perry, FL
- Apalachicola, FL
<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 – 18 Years</td>
<td>0.6%</td>
</tr>
<tr>
<td>19 – 34 Years</td>
<td>39.1%</td>
</tr>
<tr>
<td>35 – 44 Years</td>
<td>21.9%</td>
</tr>
<tr>
<td>45 – 54 Years</td>
<td>17.9%</td>
</tr>
<tr>
<td>55 – 64 Years</td>
<td>11.7%</td>
</tr>
<tr>
<td>65 – 74 Years</td>
<td>5.5%</td>
</tr>
<tr>
<td>75 - 84 Years</td>
<td>2.4%</td>
</tr>
<tr>
<td>85+ Years</td>
<td>0.9%</td>
</tr>
</tbody>
</table>
REVENUE COLLECTION ECONOMICS
Exhibit 1
Financial flows in U.S. healthcare*

Consumers
$265 billion
$250 billion
$515 billion

Employers
$520 billion

Payors
$1,415 billion

Providers
Physicians
Hospitals
Pharmacies
$1,780 billion

Government
$820 billion

$960 billion

* All figures are estimates for 2007 and are approximate.
† Not including an additional $45–$85 billion in consumer bad debt.
‡ Approximately $140 billion of this is spent on government public health and research.
§ Includes an additional $100 billion from foundations.
Source: Centers for Medicare & Medicaid Services; Office of the Actuary; McKinsey analysis.

$175 billion in admin costs and profits.
Exhibit 2
Growing consumer bad debt across the system

Breakdown of U.S. healthcare industry bad debt, 2007
U.S.$ billions, estimates

- Total consumer bad debt: 45-65
- Physicians and clinics: 16-32
- Hospitals: 29-33
- Self-pay individuals: 18-20
- Insured individuals: 11-13

Source: American Hospital Directory; MGMA; McKinsey analysis
Exhibit 3
Drivers of consumer non-payment
Percent of insured respondents*

- Other reasons
- “Healthcare is a right and I shouldn’t have to pay my bill”
- “I forgot to pay or was confused about what I owe”
- “I just received my statement”
- “Lack of financing options”

<table>
<thead>
<tr>
<th>Member liability per year</th>
<th>&lt;$500</th>
<th>&gt;$500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addressable factors</td>
<td>33</td>
<td>21</td>
</tr>
<tr>
<td>“Lack of financing options”</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>“I just received my statement”</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>“I forgot to pay or was confused about what I owe”</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>“Healthcare is a right and I shouldn’t have to pay my bill”</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Other reasons</td>
<td>10</td>
<td>14</td>
</tr>
</tbody>
</table>

* Does not include responses with less than 10% response rate
Source: 2008 McKinsey consumer healthcare payment survey
Patient responsibility is growing significantly
Patient bad-debt is growing respectively
Barriers to payment are addressable through technology and process improvements
REVENUE COLLECTION PROCESS WAS INSUFFICIENT

- Statements were optimized for economic conditions 20 years ago
- Zero automation existed
- Not meeting patient’s expectations of Patient Payment Services
- The rest of the office was utilizing new technologies for clinical usage, but the Billing Office was behind the curve
FINDING A SOLUTION
KRYPTIQ’S PATIENT PAYMENT SERVICES

- Designed with respect to the modern economic landscape
- Considers the entire patient revenue collection process
- Feature/functionality rich that caters to patient expectations
- Automated processes make billing staff more productive
- Integrated into the Centricity Patient Portal
KEY FEATURES

- Payment Plans
- PM Integration
- Automatic Payment Posting
- Bill Pay Admin
1. Switch paper statement vendor
2. Sign up with Authorize.net (additional service)
3. Kryptiq installs product
4. Staff training
5. Go - live
Most challenging part of the whole revenue cycle process is collecting patient balances.

CPS is great at handling the complications of collecting insurance, but a lot is lacking when collecting patient-owed balances.

Statements are becoming more important as patient-owed balances increase.
AUTOMATIC PAYMENT POSTING
I WANT TO...

I Want To...
Use the forms below to contact our practice or to submit changes to your medical record.

Contact the Practice
- Request My Test Results
- Request an Appointment
- Send a Message to My Provider
- Send a Message to the Medical Records staff
- Request a Mammogram, Dexamscan or Ultrasound Referral
- Renew my Medication
- Request a Security PIN

View/Update My Medical Record
- View My Chart
- Update My Chart
- Update My Demographic Information
- View/Manage My Appointments

Manage My Bills
- Make a payment
- Send a Message to the Billing Office
- Review Current Insurance Plans

Update My Portal Account
- Change my email address
- Change my password
- Change my hint questions
- Change my user name

About Our Practice and Providers
- Learn more about our practice and our providers
- Contact us for more information or directions
Welcome to Online Bill Pay

To access the Current Statement and Make Payments online, please read and agree to the terms below. If you need assistance, contact North Florida Women's Care by calling (850) 877-7241.

Online Bill Pay Code

Amount Due from one of this patient's last three statements

Account Name
(Example: John Smith)

Would you like to receive eStatements?

Terms & Agreements

By accessing or using North Florida Women's Care online payment service, you agree to be bound by all applicable terms and conditions. North Florida Women's Care may modify this agreement at any time, with or without notice. You agree that by using our website after any such modifications, you will be deemed to have reviewed, agreed to and accepted any applicable modifications.

I agree to and accept these terms

Add Account Cancel
E-STATEMENT
SO... WAS IT WORTH IT?
Online payments

- Efficiency – From Inbox to Bank Account
- Quicker – Average of 10 days to payment
- Auto posting – 24/7/365
- Payment Plans – High $ Balances
- eStatement 38% v Paper Statement 62%
OPERATIONAL BENEFITS

- Efficiency of staff
- Less Returned Mail
- Less phone calls
- No Human errors
- Better Account Management
<table>
<thead>
<tr>
<th>PATIENT BENEFITS</th>
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<tbody>
<tr>
<td>▪ Secure and Privacy of PHI</td>
</tr>
<tr>
<td>▪ Convenience of payment options</td>
</tr>
<tr>
<td>▪ Expectation of online payment</td>
</tr>
<tr>
<td>▪ Easier statement design</td>
</tr>
<tr>
<td>▪ No “mean” Billing Staff phone calls</td>
</tr>
<tr>
<td>▪ Access to Account detail - 24/7</td>
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YTD Statements Per Provider Breakdown

North Florida Women's Care: 780 Statements
- eStatements: 482
- Paper Statements: 298

Women's Health Specialty Average: 882 Statements
- eStatements: 322
- Paper Statements: 560

Florida State Average: 1,384 Statements
- eStatements: 51
- Paper Statements: 1,333

National Average: 891 Statements
- eStatements: 39
- Paper Statements: 852
STATEMENT MIX

YTD Statement Mix

North Florida Women's Care: 62% eStatements, 38% Paper Statements
Women's Health Specialty Average: 74% eStatements, 26% Paper Statements
Florida State Average: 97% eStatements, 3% Paper Statements
National Average: 96% eStatements, 4% Paper Statements
DAYS FROM STATEMENT SET TO PAYMENT RECEIVED ONLINE

![Bar chart showing YTD Days From Statement Sent to Payment Received Online. North Florida Women's Care: 10.07 days. Women's Health Specialty Average: 12.37 days. Florida State Average: 11.24 days. National Average: 14.17 days.](image-url)
ONLINE BILLING SERVICE IS GREAT BECAUSE YOU CAN...

SET IT AND....FORGET IT!!!!
QUESTIONS

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