



Using Technology to Improve Patient Financial Outcomes

nThrive Speakers Bureau // Sample Presentation





Agenda

- Trends in Patient Access Market
- Patient Liability and Consumerism
- Consumerism and Patient Experience Impact on Providers
- Relationship Between Patient Liability and Service Level Expectations
- Patient Revenue Cycle Overview
- Challenges in Patient Access
- Utilize Patient Segmentation to Reduce Costs
- Patient Segmentation Workflow and Propensity to Pay
- Increase Cash Collections to Improve Patient Experience
- Conclusion

Major Trends in the Patient Access Market



Complex regulatory landscape

Fate of the ACA or emergence of a new plan



Increase in patient responsibility

New functions, new focus on upfront collections



Rise in cost and utilization

Need to do more with less

Patient liability and consumerism will continue to be top revenue cycle priorities

Patients are doing more research about the cost of services

Revenue cycle is a key component of the patient experience

High turnover in Patient Access makes education tools and technology enablement solutions an important aspect of a Patient Access strategy

Consumerism and Patient Experience Impact on Providers

Patients are becoming consumers

- Burden of health care is shifting from payors to patients
- People are taking ownership of their health care

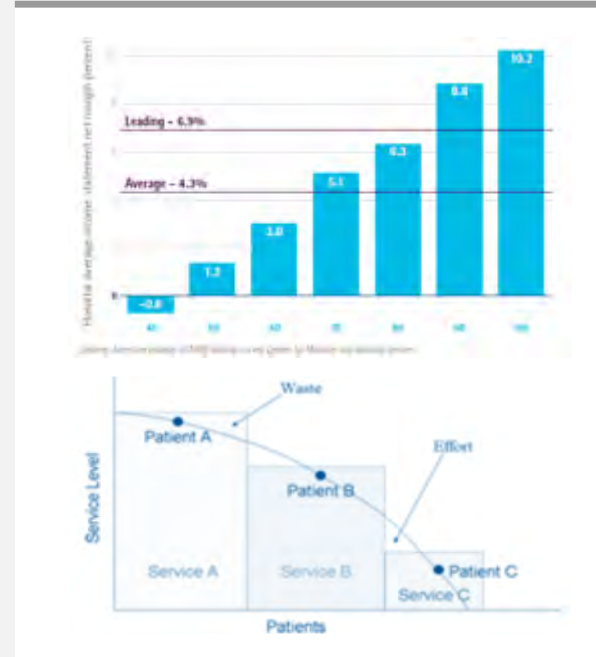
Providers are being measured on patient experience

- HCAHPS scores focused on experience; higher scores have greater financial performance
- 46%–56% of patients are dissatisfied with the amount of cost information available before service

Providers are new at patient/consumer experience

- Limited capabilities in segmenting and tailoring experience (although common in other industries)
- Leveraging this data can improve patient satisfaction and lead to increased revenue at a lower cost

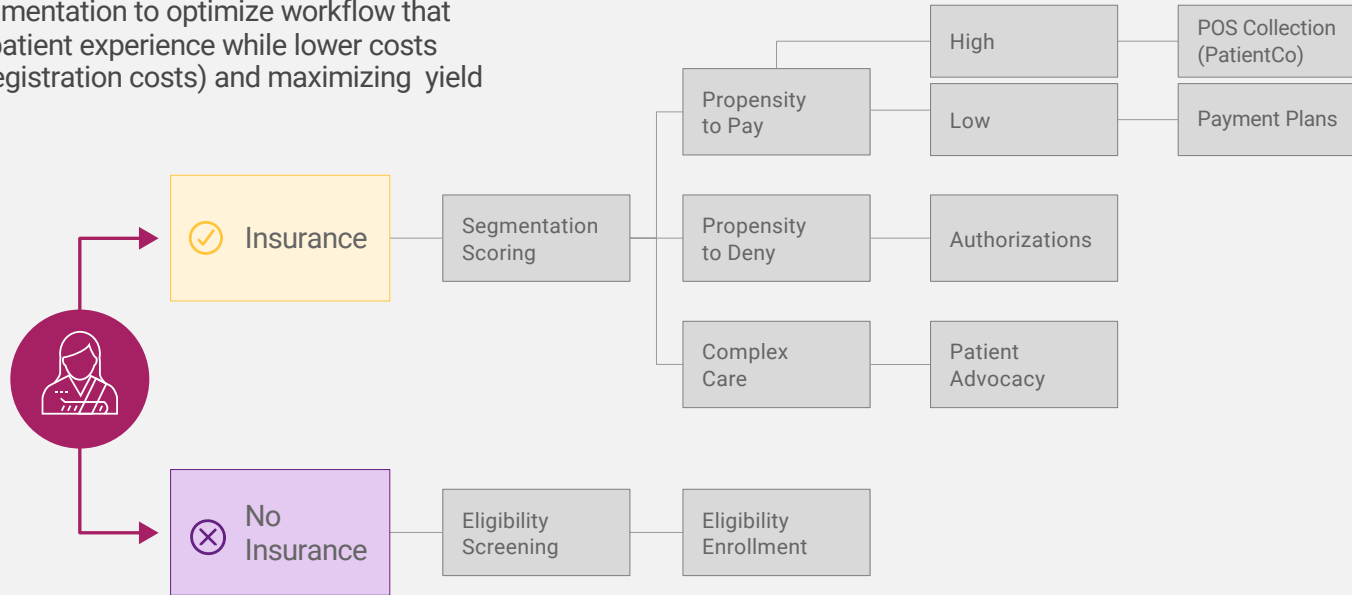
Sources: Consumer Segmentation Has Hit Health Care; Institute for Health Care Improvement; One Size Does Not Fit All; Think Segmentation; Accenture Consulting



Percent of patients rating a hospital 9 or 10 on HCAHPS

Segmentation can Drive Automation of Workflow to Enhance Patient Experience

Using segmentation to optimize workflow that benefits patient experience while lower costs (reduce registration costs) and maximizing yield



The Future of Patient Access Supports the Patients and Their Demands





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