



Leveraging Patient Segmentation to Meet Patients Where They Are

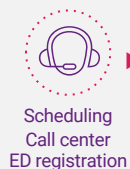
nThrive Speakers Bureau // Sample Presentation



What is Patient Access?

Patient Access is the start of the Revenue Cycle value chain

From contact...



Registration

Eligibility &
Benefits

Address &
ID Verification

Insurance
Verification

Patient Liability
Estimation

Service Collections
(pre- or point-of-service)

Authorization

Financial
Counseling

...to arrival



What are the aims of a **successful patient access** program?

Patients are scheduled with the right provider at the right time

Patients are financially cleared prior to arrival

Patients understand their liability and have an opportunity to pay

Patients receive the support that they want and need on their journey

Which trends align with Patient Liability?



Complex Reimbursement landscape

Fate of health reform and alternative payment methods



Increase in Patient Responsibility

Shift of the cost burden from payors and employers to patients



Rise in Health Consumerism

Rising patient expectations for customer services in healthcare

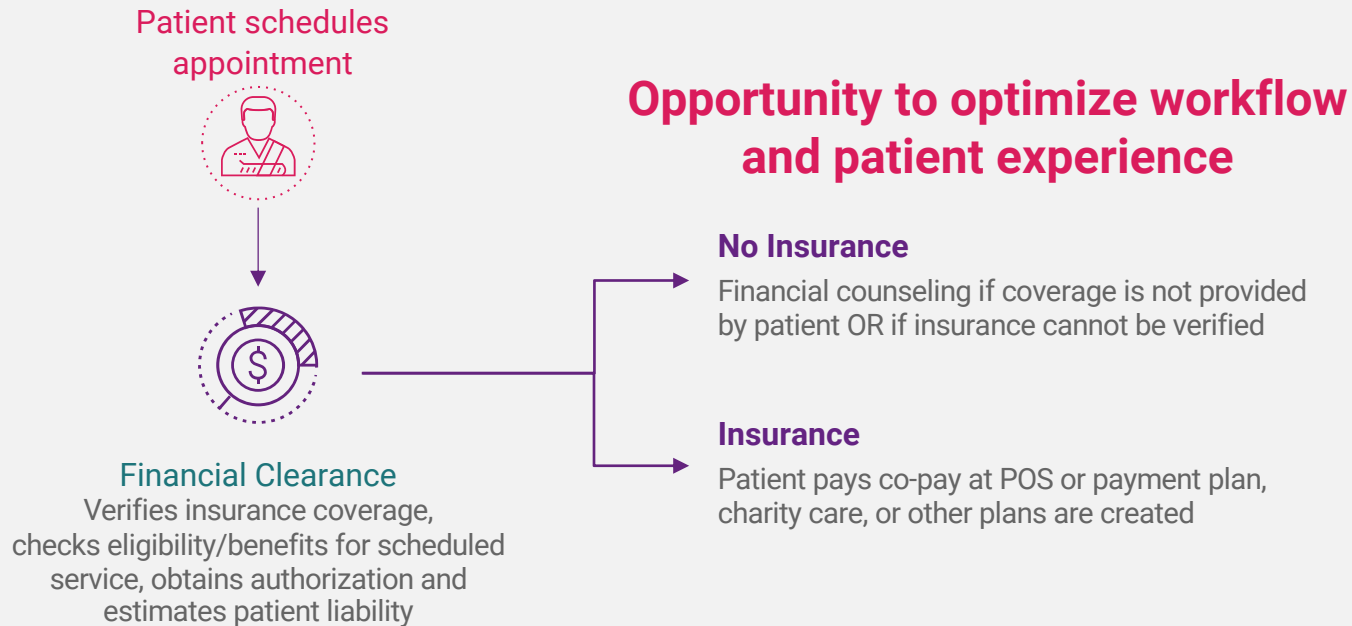


Rise in cost and utilization

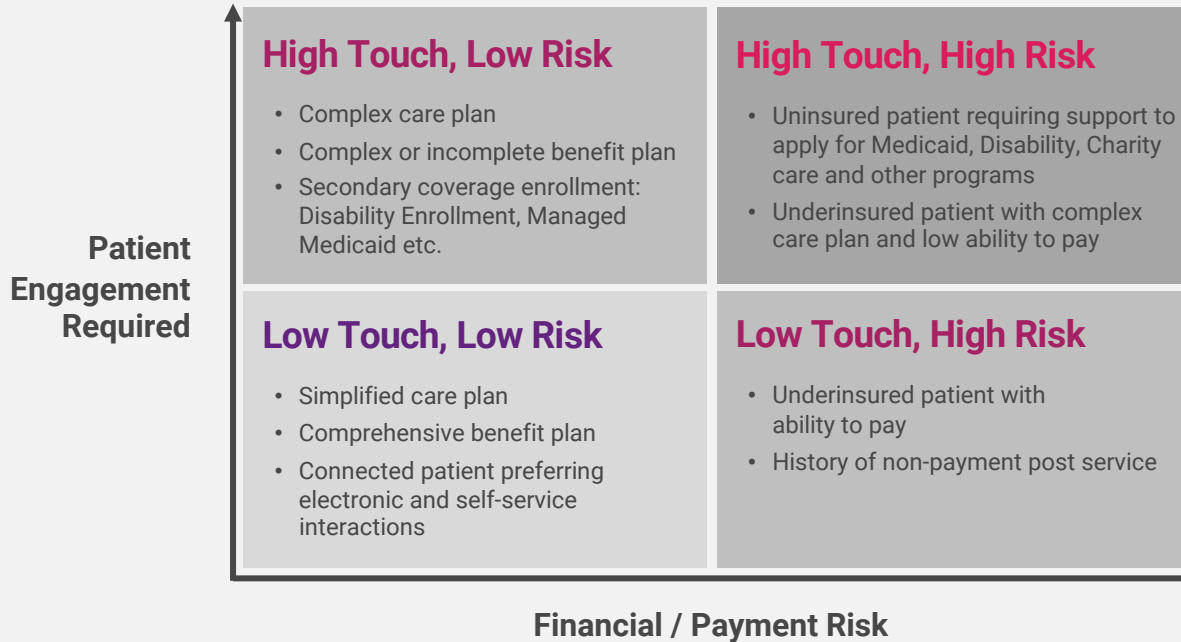
Innovations, technology, pharma and increased utilization (aging population) drive the cost to deliver and cost to collect

If common goods increased at the same inflationary rates as healthcare costs, one dozen eggs would cost about \$55

Patient Segmentation Today



Patient Engagement in the Revenue Cycle



Reduce Cost by Investing in Advanced Segmentation



Reduce
employee turnover
through alignment and
training of colleagues



Reduce
financial risk
by addressing
liabilities before they
become resource-
intense to collect



Defer
low-touch patients
to automatic /
digital channels



Utilize
high-cost resources
effectively through
deployment of
scheduling algorithms



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