

## **Project Title**

Transition to Virtual Counter for Patient Billing Related Enquiries

## **Project Lead and Members**

Project members: Chang Tian Ya Rachel, Yeo Bee Chin Karen, Prabah Alagar

## **Organisation(s) Involved**

KK Women's and Children's Hospital

## **Healthcare Family Group Involved in this Project**

Healthcare Administration

## **Applicable Specialty or Discipline**

Healthcare Administrator

## **Project Period**

Completed by: October 2022

## **Aims**

To empower patients and caregivers to perform billing-related transactions remotely, while maintaining effective communication and support channels.

## **Background**

Ahead of the gradual removal of physical counters by October 2022, the Business Office at KKH aimed to provide alternative digital channels to assist patients with billing enquiries. The goal was to ensure continued support and convenience for patients and caregivers, while promoting digital innovation in healthcare finance.

## **Methods**

Two main methods were employed:

1. **\*\*Patient Billing Services (PBS)\*\***: A one-stop portal for accessing billing and payment-related information, structured for easy navigation.
2. **\*\*KKHelpBot\*\***: An AI chatbot utilizing Natural Language Processing (NLP) and live agent support to provide a user-friendly billing experience.

## Results

The initiative resulted in increased page views of the PBS landing page, a growing number of chat sessions, and high satisfaction ratings for KKHelpBot. Positive feedback highlighted improved patient experience, reduced waiting times, and greater access to billing services.

## Lessons Learnt

Balancing digital innovation with maintaining personal connections is key to improving patient experience. Clear communication and easy-to-use platforms are essential for patient empowerment and satisfaction.

## Conclusion

The transition to a virtual counter was successful in providing efficient and accessible billing support, enhancing patient convenience, and reducing the need for physical interactions. Future steps include further enhancements to digital platforms and expanding their capabilities.

## Project Category

Technology

Digital Health, Chat Bots, Digitalisation, Systems/Platforms

Care & Process Redesign

Value Based Care, Patient Satisfaction

## Keywords

Virtual Counter, Patient Billing Services (PBS), KKHelpBot, Digital Innovation, Healthcare Finance, Natural Language Processing (NLP), Live Chat Support, Patient Empowerment, Online Billing Services, Healthcare Communication, Patient Education, Convenience, Remote Transactions, Digital Transformation

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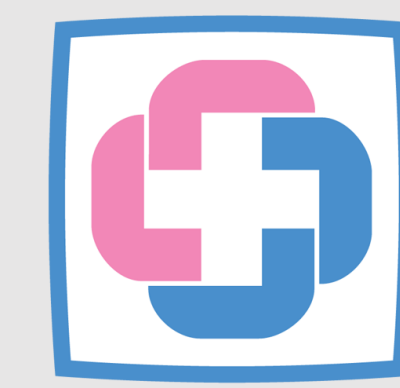


## Singapore Healthcare Management 2023

# Digital shift

## Transition to virtual "counter" for patient billing-related enquiries

Chang Tian Ya Rachel  
Yeo Bee Chin Karen  
Prabah Alagar  
KKH Business Office



KK Women's and  
Children's Hospital  
SingHealth

### AIM

Empowering our patients and caregivers to perform billing related transactions at their convenience effectively and remotely

### PATIENT BILLING SERVICES



BY KKH BUSINESS OFFICE

CLICK HERE  
TO ACCESS!

#### WHAT YOU CAN FIND HERE:

- Request for physical final bill
- How to apply for Financial Assistance
- Payment and Refund enquiries
- KKHelpBot
- More information on your bills and other relevant matters



### METHODOLOGY 1 – Patient Billing Services (PBS)

One stop portal built for our patients and caregivers to access billing and payment related information, and services offered by Business Office.

The billing content is structured and organised by topics for easy reading.

### METHODOLOGY 2 - KKHelpBot

With her capabilities of Natural Language Processing (NLP), contextual understanding, bite size responses and live agent support, KKHelpBot provides comprehensive and user-friendly billing experience for our patients and caregivers.

**Have a billing Enquiry?  
Chat with us today!**

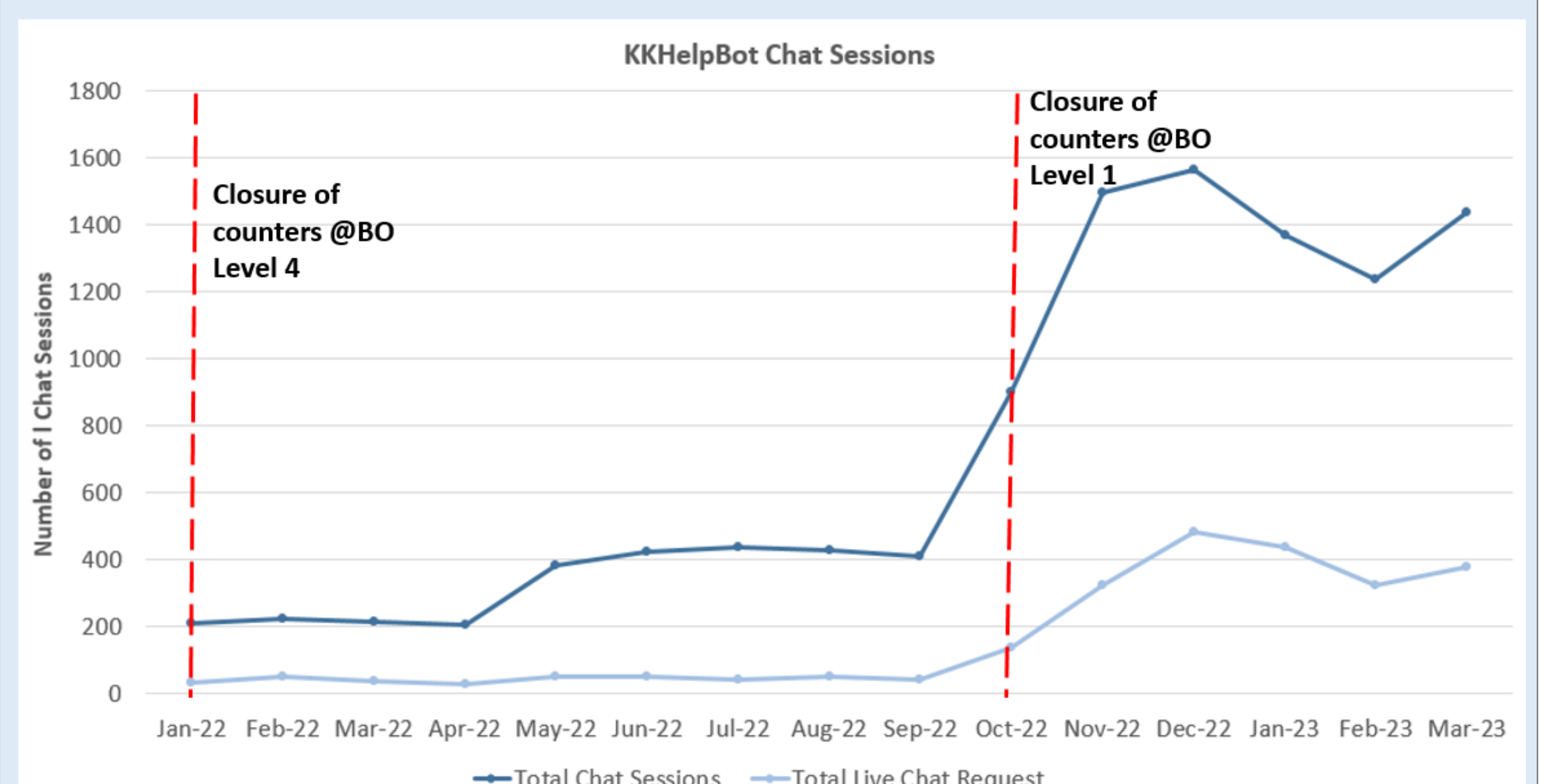
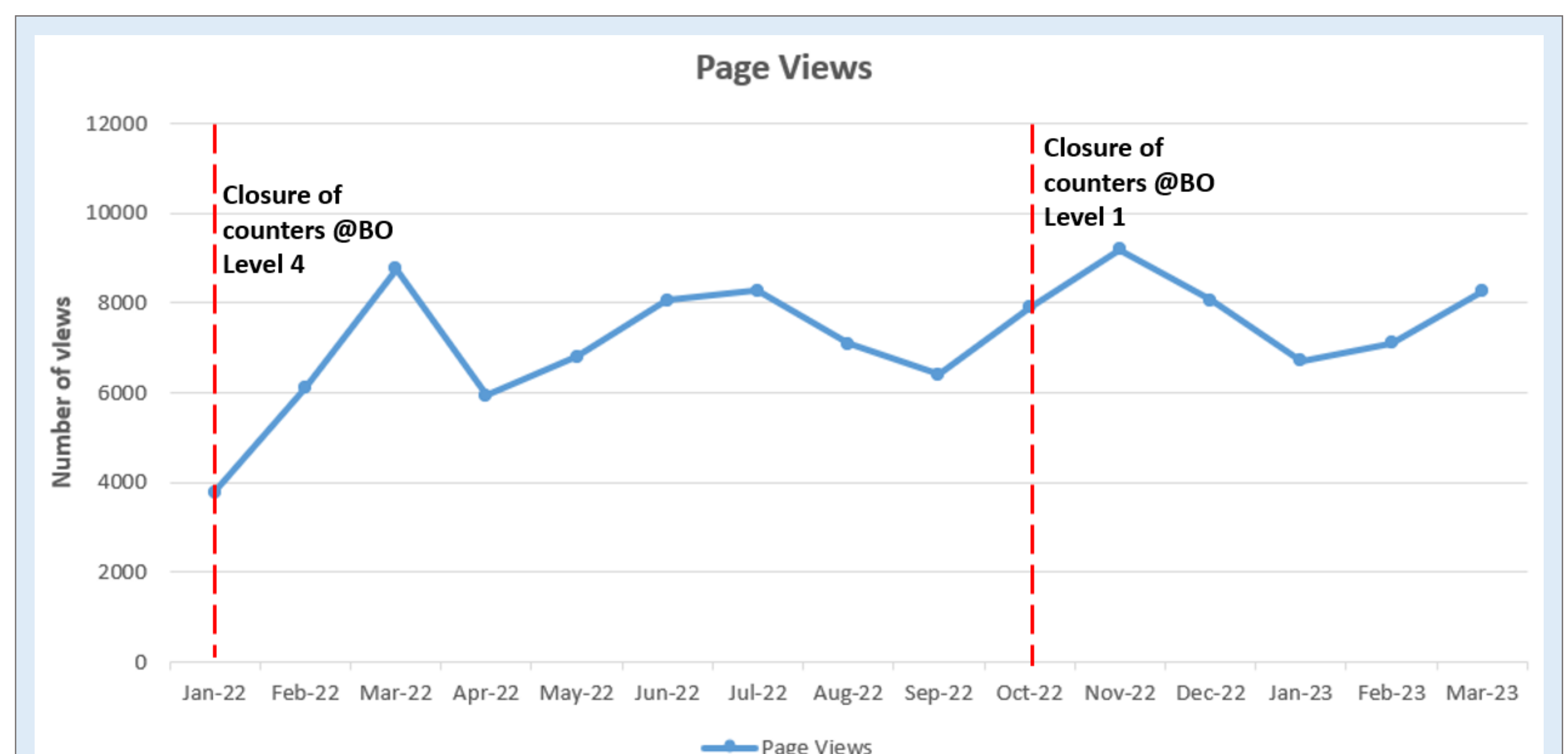


### CONCLUSION

Ahead of the gradual removal of physical counters by October 2022, Business Office has created clear communication and support channels: **Patient Billing Services** landing page, and **KKHelpBot** (with live agent support).

- ✓ Ensure our patients and caregivers receive continued assistance on their billing matters, at their own convenience.
- ✓ Empower them with knowledge in healthcare finance at their finger tips.
- ✓ Strike a balance between digital innovation and maintaining a personal connection with patients and caregivers throughout their healthcare journey with KKH.

### RESULTS



Following the gradual close of counters, there were significant changes:

- ✓ increasing page views of our PBS landing page.
- ✓ growing number of chat sessions, and live chat requests on KKHelpBot with average chat experience ratings of more than 4 out of 5 ★
- ✓ Numerous positive feedback received on improved patient experience:  
"I love this chat, it can solve my issue in a minute"  
"Live chat is more effective than a phone call"
- ✓ Less frustration, tiredness and time wasted to wait at counter for payment and other transactions.
- ✓ Patients and caregivers can access multiple platforms for billing services and transactions, 24 hours around the clock.
- ✓ Availability of comprehensive billing information online, promotes patient education.
- ✓ Reduce risk of infection through face-to-face interaction over the counter.

I'm always here for you

