

10 Tips to Drive Digital Adoption for Healthcare Organizations

Give patients the billing experience they want with a simplified approach to eStatement adoption. From the onset of the patient journey, these simple steps help steer patients toward a streamlined, digital experience.

① Capture Patient Data

During the intake process, capture and confirm patient contact information to open the digital front door. Many policies require demographic information, such as name and address, however patients' most used communication channels are often left off this list. Ensure you save patient contact information and identify which channels they agree, and prefer, to receive messages at.

② Train Staff

Empower staff with messaging and conversation guidelines for when they engage with patients. Whether it's in person, over the phone, or via email, make sure they're asking the right questions, capturing pertinent information, and speaking to how patients can take advantage of digital, self-service experiences.

③ Implement Digital-First Communications

Once patients are enrolled in electronic communications, email or text notifications can be sent to notify patients when statements are available. Remind patients who have opted into automatic payments that they have an upcoming payment scheduled.

For those still using paper, use paper statements to direct patients toward the patient portal to set up digital communications moving forward.

④ Take a Digital-First Payment Approach

In tandem with digital-first communication, eStatements direct patients toward mobile and online self-service payments. Guest payment options are also available for users who may not want to create a portal log-in.

⑤ Let Balance Amounts Drive Strategy

Regardless of communication methods or payment channels, let balances shape strategy. One policy example may be not sending statements for balances under a certain dollar amount, such as \$10, so the collection costs won't exceed the amount due. Another strategy may include obtaining patient authorization to automatically charge their cards up to a certain amount. These strategies help to easily collect smaller balances and promote payment plans directly on patient statements for larger balances.

⑥ Suppress Statement Printing

Once enrolled in eStatements or automated payments, streamline next steps by emailing or texting patients how they can make their scheduled payments digitally. This may eliminate the need to print and mail a statement at all, saving your practice time and money.

⑦ Ensure Secure Payments

When selecting technology vendors, be sure to leverage a secure platform with the highest levels of PCI and HIPAA compliance. This ensures that patients' personal, payment information is securely captured outside of your organization, minimizing potential risks.

⑧ Know Data to Adjust the Strategy

Understanding digital payment data is critical. This may include knowing how many electronic and paper statements are sent, or how many patients have read their payment reminders. These insights help determine if your strategies are driving patients to digital experiences.

9 Promote Digital Options to Patients

Ensure patients know the digital channels that are available to them. Promote digital payment options on your website, in the office, or on paper statements. Digital channels can then be leveraged to promote further patient engagement.

10 Create a Positive Patient Experience

It's not easy to change consumer behavior. Ensure patients feel comfortable making the decision to move away from paper and into a digital experience. With effective communication, patients understand what the digital options are so they can enjoy an easy, convenient payment experience every time.



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