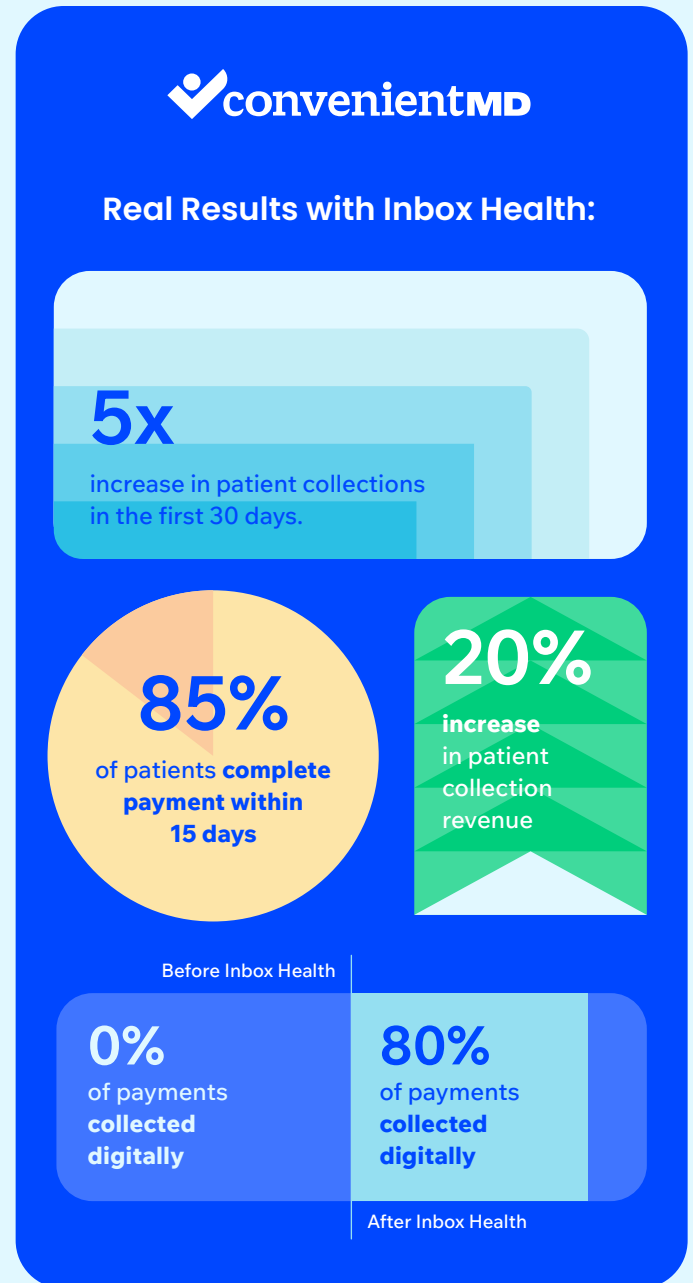# How Urgent Care Centers Increased Cash Flow by 20%

Prior to using Inbox Health to manage patient A/R, ConvenientMD urgent care clinics relied on paper statements. At the time, patient bad debt was a cost of doing business. However, as costs to operate a business increase, the pressure to make sure the back end optimizes all areas of collections, including patient A/R, also increases.

Jarod Boissonneault, VP of Revenue Cycle Management, says, "What was once acceptable as far as writing off patient bad debt is no longer acceptable to sustain a business. As a mission-driven company, we want to be able to provide access to care wherever we can. We cannot grow if we have unacceptable levels of bad debt. I was looking for a way in which we could increase velocity and billing cycle touch points with a deep belief that if we could meet patients where they are, they would be more likely to pay."

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Real Results with Inbox Health:

5x increase in patient collections in the first 30 days.

85% of patients **complete payment within 15 days**

20% increase in patient collection revenue

Before Inbox Health

0% of payments **collected digitally**

80% of payments **collected digitally**

After Inbox Health

Today, with the adoption of Inbox Health's patient billing platform, Jarod says the positive impact of Inbox Health on both revenue and operations exceeds expectations. The biggest impacts have been in the following areas:

20% increase in sustained patient collection revenue and payment velocity

As soon as statements hit via text or email, ConvenientMD is seeing an immediate response in payments. Jarod attributes this increase to two

factors: the statement is arriving closer to date of service and the simplicity of payment – it only takes a single touch to pay.

> "Same-day payments are not something you have the benefit of when you are mailing paper statements," Jarod says. "Patients rave about the experience of paying their bill with Inbox Health. There are no secret codes or multiple layers to get into the portal; [you only need your birthdate to pay]."

Jarod was expecting an uptick in payment velocity but was even more satisfied that the increase in revenue was sustained over time. Since implementing Inbox Health, **ConvenientMD's patient collection revenue increased by 20%.**

"As consumers, we know we have bills to pay and it's setting aside time to do it. Sometimes time becomes an obstacle. Not having to set aside time and being able to do it in the moment, makes it more likely that I'm going to pay that bill," Jarod says.

Additionally, giving patients multiple options to settle balances with a payment plan on their terms has benefited patients and operations. Patients control the method of payment and time frame based on parameters set by ConvenientMD. Since patients control the payment method, the **declined card percentage has dropped, saving their billing team time spent rectifying errors.**

ConvenientMD uses Inbox Health data to customize the billing cycles based on communication preferences of their patient population. The ability to track email and text open and click-through rates has provided valuable insight on the most efficient and effective billing cycle. For example, it became clear upon early adoption of Inbox Health that patients were responding to text faster than emails, so they adjusted the billing cycle to make text the first touchpoint.

"It's a true partnership with Inbox Health to find the most efficient way to reduce communication touchpoints, increase payments, and improve patient satisfaction," Jarod says.

Improved patient loyalty

As an urgent care center, patients have many choices as to where to seek care, so fostering loyalty is a challenge. From a business perspective, relying on new patients is not sustainable; it's essential for patients to return.

> "Patient billing is the last touchpoint. A wonderful experience in the clinic can be sullied by a poor experience on the backend. Patients are not happy when they owe more than expected. If you layer a poor billing experience on top of that, it makes it worse," Jarod says. "If we can make the process easier for patients on the backend, patients are more likely to return. Inbox Health puts a bow on the whole customer experience."

Enhanced support

ConvenientMD uses Inbox Health patient billing support services to manage patient inquiries. Most patient inquiries are payment related or looking for understanding of why they owe a balance. It's important that responses are clear and concise, and support representatives are an extension of the company.

"Inbox Health's support staff represents the company as if our internal staff were handling patient inquiries, Jarod says. "I've listened to calls, and I have a great amount of comfort in how they are delivering the message. They are able to provide the customers confidence in the bill and walk them through to final adjudication."

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