



PERSONALIZED COMMUNICATIONS

**INTELLIGENT
MESSAGING FOR
PATIENT PAYMENTS**

Personalized multi-channel communications orchestrated by data analytics to increase and accelerate patient collections

SOFTWARE AND ANALYTICS | NETWORK SOLUTIONS | TECHNOLOGY-ENABLED SERVICES

GET PAID MORE AND FASTER, WHILE IMPROVING PATIENT ENGAGEMENT

Rising patient financial responsibility and the increased use of multiple device types to access the internet is driving the patient communication and payment experience to become more like a consumer retail experience. Healthcare providers need a comprehensive multi-channel communication solution built with a consumer-centric view that integrates and orchestrates consumer communications across diverse channels (print, email, push notification) and integrates flexible payment capabilities.

As part of the Change Healthcare Receivables Advisor suite of SmartPay solutions, Personalized Communications offers an intelligent and personalized multi-channel communication service that can improve patient engagement in the financial aspects of care, which can lead to an increased payment collection rate and likelihood of faster payments. Personalized Communications targets patients through their preferred medium, in an expedited and efficient manner to drive payment behavior. Integrated tightly with printed mail, online, mobile, and payment systems, this solution can further target patients with an effective mix of communication methods.

By delivering personalized and relevant communication, Personalized Communications can help providers:

- Increase payment collection rate
- Expand billing notification options available to patients
- Decrease A/R days
- Reduce support calls
- Lower total cost to collect
- Improve patient communication and engagement
- Increase patient satisfaction

With Personalized Communications, patients are able to conveniently and easily pay medical bills when, where, and how they want. Patients can set communication preferences online, via mobile, in person, or by phone. Patients get a notice for pending bills and a convenient web link for making payments. Patients have the tools to understand their bill, pay on time, and avoid having a bill unintentionally sent to collections.

With Change Healthcare Personalized Communications, providers can offer payment tools that are designed with the patient in mind and are driven by analytics to increase patient payment revenue.

Increase revenue
and lower
costs while
improving patient
satisfaction