

CLEARGAGE

AUTOPAY[™] Increases Revenue by **1.7 Million**

Urgent Care Center
CASE STUDY



A fixed location urgent care center in the Tampa Bay area was struggling to maximize revenue, due primarily to issues in their patient payment processes. The common payment issues that have historically plagued urgent care centers were negatively impacting the financial health of the organization in a significant way. Without a more simplified and streamlined process for capturing payment information and billing patients, it was difficult for the urgent care center to receive proper reimbursements for services rendered. ClearGage's AutoPay with Account on File solution, however, allowed the organization to safely store and use patient payment account information to easily pay for balances owed after insurance adjudication.

PROBLEM

- One-and-done patients led to **unreliability** in receiving payments once billed
- Average collections rate of **19% for four months** prior to implementation of ClearGage AutoPay solution
- Waited on average **125 days** to receive payment for services

SOLUTION

- Account on file technology allowed urgent care center to safely store and use patient payment account information to pay for balances
- AutoPay automatically schedules payment based on a preauthorized patient agreement
- Convenient patient communication when payment is scheduled to ensure funds are available
- Once initial information is captured, workflow is completely automated

URGENT CARE CENTER'S COLLECTION RATE

19%

BEFORE AUTOPAY

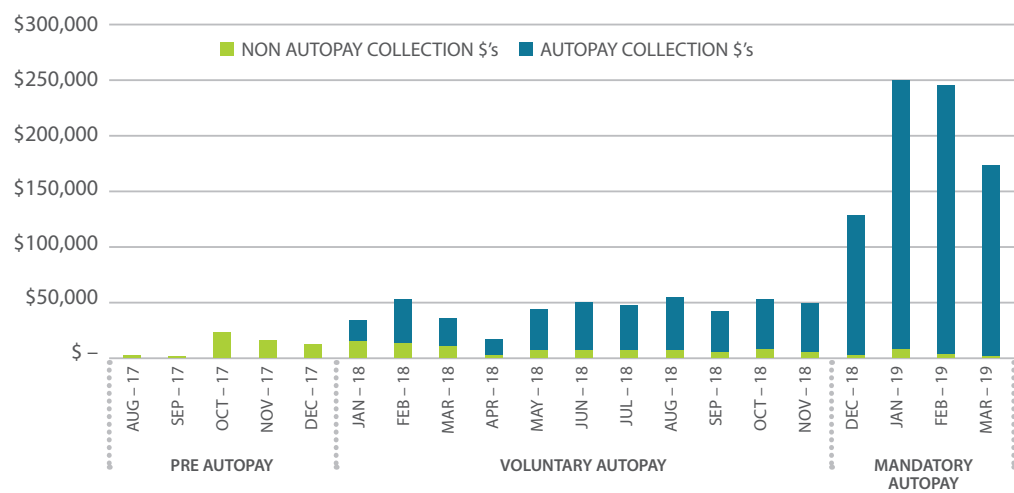
65%

MANDATORY AUTOPAY

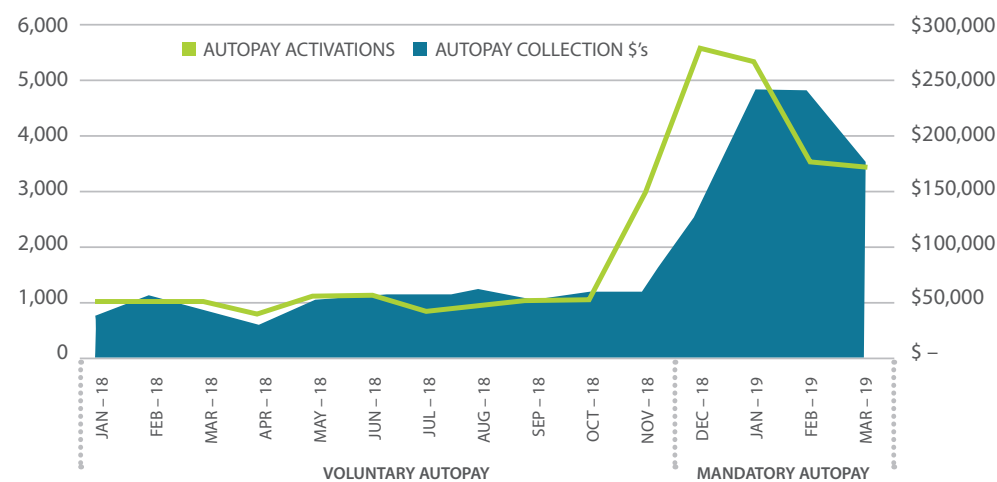
RESULTS

- Since November 2018, urgent care center averages nearly **4,100 AutoPay agreement activations** with patients per month
- Since November 2018, **96% of all patient payments** have been collected through the AutoPay solution
- Account on file collections earned urgent care center approximately **\$200,000 per month** in 2019, up from a maximum of \$46,000 in August 2018
- Paper statement costs reduced between **50 – 60%**

COLLECTION PERFORMANCE BY SOLUTION



AUTOPAY ACTIVATIONS AND COLLECTION VELOCITY



URGENT CARE PATIENT PAYMENT BARRIERS, TRADITIONAL BILLING METHODS HINDER COLLECTIONS RATE.

In the United States, more and more patients are seeking out urgent care centers for their on-demand healthcare needs in non-emergent situations. As a result, urgent care experienced an overall growth of eight percent in 2018.

Although a diversifying and growing patient population is calling for immediate access to specialized and on-demand care, there are still common barriers urgent care centers are forced to overcome – specifically, patient payments and outstanding balances.

For one urgent care center in the Tampa Bay area, the nature of patient relationships – or lack thereof – was causing a significant disconnect between outstanding patient balances and collections.

Considering most patients are one-and-done, there's not a long-term relationship with the patient and there are many less opportunities for an urgent care center to follow up with them during future appointments.

With no relationship, the priority and level of care the patient has for the bill is likely minimal compared to other obligations.

As a result, this Tampa Bay area urgent care center is left only receiving the initial copay and a balance that's outstanding for months at a time. Prior to any patient financial payment solution, the urgent care center averaged a 19 percent collections rate.

The traditional means of billing and collecting patient payments – see the patient, collect copay if necessary, submit claim and then bill the patient – simply wasn't working for the urgent care center due to the significant percentage of outstanding revenue not being collected each month.

This discrepancy led the urgent care center to explore other options to improve their collections, eventually deciding to implement ClearGage's AutoPay solution in January 2018.

From an organizational perspective, implementing AutoPay is a simple process, considering it's just a slight modification to the patient intake process. Staff only needs to spend a few minutes up front, discussing AutoPay with the patient, and then get the credit card and capture patient signature to enter them into an AutoPay agreement.

Once AutoPay is established with a patient, they will receive either an email or text notification once a payment is scheduled. The balance is then transferred to the patient's responsibility within five days following the visit to the urgent care center.

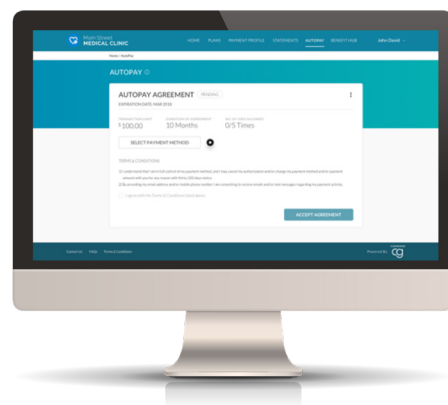
Following the AutoPay implementation, the urgent care center did not require patients to sign up for AutoPay, but merely communicated it as a voluntary option for patients to simplify and streamline their payments.

The benefits of AutoPay were immediate.

In the 10 months of AutoPay as a voluntary option within the urgent care center for its patients, the organization's collections rate increased to 56 percent, along with a 314 percent in average collections amount when compared to collections before AutoPay.

Given the success of AutoPay as an optional solution, the urgent care center decided to make AutoPay mandatory for patients, which has only made the impact of ClearGage's solution more positive.

**AUTOPAY'S SIMPLE,
EFFECTIVE PROCESS
STREAMLINES ENTIRE
PATIENT PAYMENT
PROCESS.**



**COLLECTIONS RATE,
CASH FLOW SOAR
UNDER AUTOPAY
IN INITIAL 18 MONTHS
AT URGENT CARE
CENTER.**

Since Nov. 2018, there have been nearly 4,100 patients per month signing up for AutoPay agreements, which has led to account on file collections earning the practice approximately \$200,000 per month in 2019. In 2018 alone, the maximum amount of collections for one month was \$46,000

Now that the patient payment workflows are automated once initial information is captured, the urgent care center is not only bringing more money into the organization, but it is also saving money and time.

In addition to reducing paper statement costs between 50-60 percent, the days in between the initial service and receiving payment have dramatically declined from 125 days prior to AutoPay to just seven days currently.

The efficiency gains reach the staff as well. Setting up AutoPay with a patient only takes a few minutes at most, but there's also a significant time savings in not having to prepare and mail a large amount of paper statements. It's enabled employees to devote more time to providing optimal care to the patients in the practice, allowing for a more positive patient experience.

Now almost a year and a half into using AutoPay, the Tampa Bay area urgent care center has increased collections, reduced costs, and significantly shortened the time to receive payments. Through AutoPay, the practice is better positioned to achieve consistent, long-term financial success, while providing unparalleled patient payment convenience for a more positive patient experience.

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Everywhere. Everyway.™

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