

Ambulatory surgery center uses Dialog Health to help reduce outstanding accounts receivables with patients from \$110,000 to \$48,000 in just 6 weeks.

THE PROBLEM:

Chasing up payments from patients can be an expensive, time consuming, and inefficient process. Employees at a high volume surgery center attempted multiple calls and sent multiple letters in hopes of reaching the patients who had payments that were past due. As of October 1, 2016, the facility had \$110,000 in outstanding accounts receivables with patients.



THE SOLUTION:

The ASC which was already using Dialog Health's two-way real time text messaging platform for appointment related communication added messages to the Dialog Health platform to remind patients that a payment was due. Employees were able to send direct texts to the patient instead of making multiple phone calls or mailing billing correspondences. Importantly, the text messages included a link to their payment portal and a phone number the patient could call if they had any questions.

THE RESULTS:

The ASC was able to reduce their outstanding accounts receivable balance from \$110,000 to \$48,000 in just six weeks by using the Dialog Health platform. Employees also had more time to focus on other tasks at the facility instead of making phone calls and generating and mailing reminder invoices.

THE CONCLUSION:

Dialog Health two-way mobile messaging platform has proven to be an efficient and cost effective way to improve the collection of accounts receivables from patients.

"The Dialog Health platform is an invaluable part of our efforts to improve our payment collections process. By working with Dialog Health, we were able to reduce the outstanding balances by over half in about six weeks. My staff found the direct texting to be far more efficient and pleasant than making many phone calls, and not having to send letters reduced our expenses. Not only has the Dialog Health platform been extremely cost effective, but feedback from our patients has been positive in that they find a text reminder less of a hassle and more welcoming than a phone call." - Barry Cullen, Regional Vice President, USPI