

How Dialog Health helped an ASC operator decrease patient A/R by 21%



The Case Study

A national ambulatory surgery center (ASC) operator, with centers throughout the country, used Dialog Health's conversational, two-way texting revenue cycle solution to improve patient collections and communication while reducing manual labor.

The Problem

Recognizing its primary methods of patient outreach concerning bill payment – robocalls and manual calls – were failing to achieve the desired bottom-line results, the national ASC operator went looking for a better way for its surgery centers to communicate and engage with patients to strengthen collections and overall financial performance.

The Summary

Year-over-year results, the operator's ASCs achieved the following:

- **Increased Revenue**
 - Decreased accounts receivable by 21%
 - A substantial return on investment in the Dialog Health Revenue Cycle Management Solution
- **Better Patient Compliance**
 - A significant increase in patient usage of online payment portals
 - A better overall patient payment experience, as patients could choose to pay via portal or over the phone
- **Reduced Staff Workload**
 - Decrease in staff hours associated with manual patient outreach and communication, collections, and data entry

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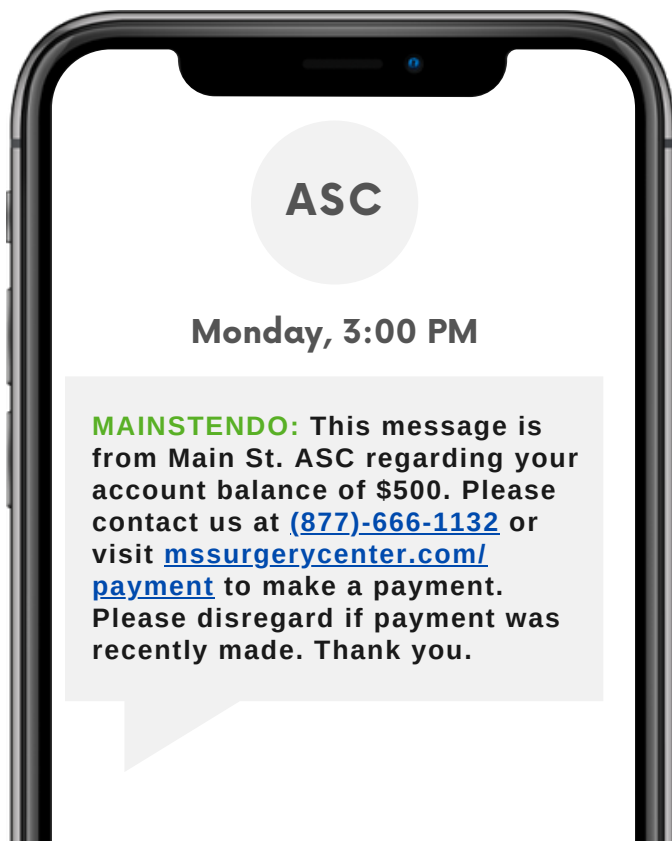
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The Solution

The ASC operator chose Dialog Health, a healthcare industry-leading, HIPAA-compliant, two-way text messaging platform, and leveraged the company's Revenue Cycle Management Solution to improve its patient financial communication and collections. The operator worked with Dialog Health to implement a customized, automated patient payment reminder text message campaign that would be sent by its surgery centers. The campaign sent texts every 30 days to patients with an account balance until the balance was fully paid off.

Each center sent a variation of the following text message to patients (see image below).

Although texts were automated, each center was able to easily customize its name, phone number, and pay portal link in the message and revise the wording to ensure patients received their unique account balance. Dialog Health's revenue cycle solution simplifies and improves collection communications.



Case Study Revenue Cycle Management

The Conclusion

The Dialog Health Revenue Cycle Management Solution has streamlined and improved collections for the national ASC operator's centers and reduced staff labor associated with securing patient payments. For patients, Dialog Health has made communication about payments less intrusive while making it simpler to submit payments via portal or phone.

The Results

21%

DECREASE IN YOY PATIENT A/R

96%

OF PATIENTS REMAINED OPTED IN TO TEXT MESSAGING

54%

OF PATIENTS PAID OFF THEIR BALANCE IN FULL AFTER RECEIVING ONE OR TWO TEXT MESSAGE REMINDERS

Dialog Health's HIPAA-compliant, conversational two-way texting solutions are cloud-based, easy-to-use, and proven to improve patient engagement while increasing staff productivity.

Powerful mobile solutions. Better engagement for today's world.

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