

HealthCPA's Medical Expense Management Service

Increasing Payments & Improving Patient Satisfaction to Generate a True ROI

THE PROBLEM

With the increasing prevalence of high deductible health plans and the corresponding increase in patient receivables balances, hospitals need to find new and innovative ways to collect patient payments, while ensuring that patients are satisfied with their overall hospital experience. At the same time, insurance plan designs are becoming increasingly complex, resulting in claim denials that must be managed by both the hospital and the patient. However, hospitals lack effective patient-friendly solutions to engage patients during the revenue cycle and enable payments from both patients and payers.

THE SOLUTION – MEDICAL EXPENSE MANAGEMENT FROM HEALTHCPA

HealthCPA revolutionizes the patient experience with billing and insurance – eliminating confusion and providing a helping hand when patients need it most. Supported by a proprietary technology system, HealthCPA's highly trained "Personal Financial Advocates" work proactively with patients to explain their insurance benefits, ensure that all paperwork is organized and explained, help resolve any billing or claims issues that arise, and facilitate bill payment.

Instead of growing frustrated because they do not understand their bills, patients working with HealthCPA feel more positively about their hospital experience and are more likely to pay their bills in full and in a timely fashion. Furthermore, insurance companies are more likely to reverse claim denials when a professional advocate intervenes on the patient's behalf. By providing patients and families with this unique patient-focused medical expense management service, hospitals and health systems can improve both patient satisfaction and revenue cycle performance.

QUOTES FROM HOSPITAL PATIENTS PROVIDED WITH A HEALTHCPA ADVOCATE

"HealthCPA is an amazing service. I was overwhelmed by the amount of bills from specialists, labs and the hospital. After speaking with my financial advocate... I felt a huge sense of relief. She figured everything out... she saved me literally thousands of dollars in medical claims that were previously denied. The service is invaluable. Thank you [Medical Center] for introducing me to HealthCPA."

"I'm very excited about not fighting this battle alone anymore. It's been overwhelming and when I saw the flyer in the cancer center, a wave of joy came over me, like someone had heard my prayers."

"I've put off looking at all of the bills that have come in. I just haven't felt up to it. I can't tell you how relieved I am to hand it over to someone else. Thanks so much."

"I just wish I knew about this service earlier. It was very helpful to deal with the more complex issues of the billing, but I could have used it a year ago when my cancer battle (and bills) began."

THE BENEFITS

- » **Increased Collections** – from patients who are no longer confused by bills and therefore more likely to pay, and from health plans who are more likely to resolve claims disputes when a professional advocate intervenes on the patient's behalf
- » **Improved Patient Satisfaction** – better survey results and HCAHPS scores, fewer complaints
- » **Strong Physician Relationships** – the benefits of HealthCPA extend to all staff and affiliated physicians
- » **Competitive Differentiation** – the service is greatly appreciated by patients and families, and results in more repeat visits and referrals
- » **Reduced Overhead** – less burden on revenue cycle staff and reduced mailing costs with fewer duplicate statement mailings
- » **Business Intelligence** – HealthCPA gives hospitals insights into any systemic billing and/or claims problems, so they can be fixed

THE PATIENT EXPERIENCE

Patients are assigned a personal HealthCPA advocate, who provides unlimited assistance with all billing and insurance matters on an ongoing basis, as long as the patient is receiving treatment and/or has outstanding bills from the hospital. Upon registration, patients receive a personalized insurance consultation, consisting of a personalized letter summarizing their insurance benefits and estimated out-of-pocket costs, and a phone call with their assigned HealthCPA advocate. The purpose of the insurance consultation is four-fold: 1) Demystify the patient's insurance plan before he or she receives treatment, 2) Reduce the number of customer service calls regarding basic insurance questions, 3) Introduce each patient to the HealthCPA service and specifically to a personal advocate who can help with any billing or insurance matters, and 4) Prompt patients to begin thinking about paying for services.

Following the insurance consultation, patients can reach out to their advocate at any time, and those desiring additional assistance (beyond the insurance consultation) receive a HealthCPA welcome packet with postage-paid envelopes for sending HealthCPA any bills and insurance statements that HealthCPA does not receive electronically. Advocates review all bills and claims – from all of the patient's providers – and follow up on any billing or insurance issues that arise. Advocates also assist with other administrative tasks, such as helping patients select and enroll in a new insurance plan, finding labs and pharmacies in the insurance network, managing prescriptions, etc. Patients can log into their secure online portal, MyHealthCPA, anytime to check the status of bills and claims, view their advocate's activity, and pay bills.

Usage-based pricing allows HealthCPA to provide ongoing, concierge-style service to those patients and families needing assistance, while keeping costs low and ensuring that the hospital realizes a strong ROI from providing the service.

THE TECHNOLOGY

HealthCPA has invested millions of dollars, and more importantly, over a decade of experience in building a proprietary technology system to facilitate our advocates' work and provide unprecedented visibility to our clients. Our technology allows us to pull large amounts of medical billing and claims information from various sources (e.g., direct data feeds, paper, and insurance information available online) and store it securely in a HIPAA-compliant database. Our office staff and advocates use our proprietary Case Management System to review all documents and manage all follow-up work and client communications. All of this is connected to our patient portal, MyHealthCPA, which provides a complete billing history and allows clients to check the status of bills and claims, pay bills, and print reports. This technology allows us to deliver unmatched efficiency and scale, top-notch customer service, and a customer experience that does not exist elsewhere in the market today.

THE MyHealthCPA PATIENT PORTAL

The screenshot shows the MyHealthCPA patient portal interface. At the top left is the HealthCPA logo. A navigation bar includes 'Overview' (highlighted), 'My Bills', 'My Claims', 'My Documents', 'My Account', and 'Log Out'. On the right, there is a user profile for Heather with a 'Questions? Ask Heather' link. The main heading reads 'Your health finances at a glance.' Below this, there are three summary cards: '1 bills' with a green checkmark and 'OK TO PAY' status, '1 bills' with a red flag and 'RED FLAG ISSUE' status, and '2 bills' with an orange flag and 'WE'RE WORKING ON IT' status. A blue 'Review bills' button is positioned to the right of these cards. On the left side, there are sections for 'Your Family' (listing Amy Example, Sam Example, and Jake Example) and 'Your Insurance' (listing Aetha and Blue Shield of CA). The main content area is divided into 'Activity Stream' and 'To Do List'. The Activity Stream shows three items: a new bill from Inova Fairfax Hospital marked as 'OK TO PAY', a claim submitted to Blue Shield, and a payment made on a credit card. The To Do List shows a payment due date of 10/12/2012.

PROACTIVE, COMPREHENSIVE, INDEPENDENT

Unlike the financial advocacy services provided by many hospitals, HealthCPA provides a proactive medical expense management service that involves reviewing *all* of the patient's bills – regardless of whether he or she has reviewed the bill or has any questions, and regardless of the medical provider. We believe this distinction is the source of our impact on patient satisfaction and on receivables. Furthermore, HealthCPA enjoys the advantage of being independent. In general, patients are extremely grateful to have unbiased assistance navigating their medical expenses, and hospitals reap the benefits in terms of increased patient satisfaction and revenue.

THE RESULTS

By improving both collections and patient satisfaction, HealthCPA generates a strong ROI for hospitals in multiple ways, including those outlined below. Based on results to date, HealthCPA expects to deliver an **ROI of 4X factoring in incremental collections alone.**

	HEALTHCPA RESULTS	BOTTOM LINE IMPACT
REVENUE CYCLE	<ul style="list-style-type: none"> » Many hospital patients do not pay any medical bills before working with HealthCPA » Once a HealthCPA advocate has fixed any issues and confirmed the bill is “ok to pay”, patients pay over 80% of charges (vs. an industry average closer to 50%) » HealthCPA Advocates are also successful overturning denied claims on behalf of patients. One recently overturned denial resulted in more revenue to the client hospital than the cost of our entire program – an instant ROI 	<ul style="list-style-type: none"> » Increased revenue from patients » Increased revenue from government and commercial payers » Cost savings from fewer customer service calls and duplicate statement mailings
PATIENT SATISFACTION	<p>100% of patients surveyed agree or strongly agree that:</p> <ul style="list-style-type: none"> » HealthCPA improved their overall experience with the hospital » Having HealthCPA, they are more likely to recommend the hospital to family and friends 	<ul style="list-style-type: none"> » Increased patient volume due to increased loyalty, referrals, and positive PR » Improved HCAHPS scores, resulting in greater Medicare reimbursement » Reduction in complaints and legal episodes, leading to lower overhead and less negative press

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