



## Case study

# Maimonides Medical Center



## Background

Maimonides Medical Center, a top-ranking independent teaching hospital in Brooklyn, NY, is dedicated to providing the best quality care for its culturally and economically diverse patient community. They recognize that delivering an outstanding patient experience extends well outside the walls of the hospital, so they are especially committed to improving the billing experience.

In a time when patients are accustomed to the ease and convenience of consumer

applications like Apple and Amazon, Maimonides realized that they needed to modernize their largely paper-based patient billing processes not only to meet the needs of today's consumer, but also to significantly improve their bottom line.

### To help lead the transition, Maimonides called on Cedar

Cedar believes that the healthcare experience should be as easy as shopping on your favorite e-commerce sites. The Cedar platform is tailored to provide the best possible customer experience by

utilizing a consumer-friendly interface, easy to understand billing, and a multi-source data engine paired with advanced AI to determine patient preferences, including optimal payment methods (e.g., phone, desktop, mail), the best times to reach out, and if/when a payment plan may be necessary.

# 75%

increase in collections



# Results\*

## Significant financial improvements

75%

Increase in  
collections

5x

Estimated reduction  
in cost to collect

10x<sup>+</sup>

Return on investment

## Increased financial improvements

97%

Patient satisfaction

50%

Digital adoption



*\*3-month pilot results; August - October, 2018.*



In August 2018, Maimonides rolled out the patient payment and engagement solution, Cedar Pay, to a small subset of their patients. Cedar worked with the Maimonides team to help automate manual processes, drive operational efficiencies and ensure a smooth ramp-up. These initiatives had an immediate positive impact on patient experience and financial results. After just three months, Maimonides expanded Cedar Pay to their full patient population.

“ I couldn’t be more pleased with the initial results we’ve seen across every sector of our patient population. Cedar’s technology has helped us ensure a positive patient experience beyond the office visit, making it easier for patients to understand and pay their bills in a way that makes the most sense for them. ”

— Ayesha Amin, AVP of Finance Revenue Cycle, Maimonides Medical Center



Cedar is a patient payment and engagement platform for hospitals, health systems and medical groups that elevates the end-to-end patient experience. The platform leverages advanced data science to customize and simplify the payment experience, resulting in a modern, consumer-friendly way for patients to plan for and pay their bills.

Cedar is PCI and HIPAA compliant, and HITRUST certified.

To learn more, visit [cedar.com](https://cedar.com)