



Emdeon Patient Billing & Payment Solutions:

Efficient technology for reducing costs and accelerating patient payments

An Emdeon Customer Success Story

Concord Integrative Health at a glance Company Profile:

- Chiropractic Medicine office within the Concord Integrative Health Center (CIHC)
- Located in Concord, MA
- Operated by Dr. Jeff Robichaud
- 7 staffers with responsibilities ranging from billing management and clerical tasks to assisting the physician
- Approximately 160 patients seen weekly
- 250 - 300 patient statements generated monthly

Key Challenges:

- Manual processes associated with patient billing (printing, folding and mailing statements)
- High costs of in-house statement processing
- Need for convenient, online payment solution
- Long turnaround for patient payments

CIHC is a shared facility for 14 clinicians who maintain independent practices including individual administrative/RCM solutions while offering patients a central location for traditional and alternative care. Dr. Robichaud is Chief of CIHC's Chiropractic Medicine Department and has been in private practice since 1986.

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- Dr. Robichaud, Chief of CIHC's Chiropractic Medicine Department



Simplifying the Business of Healthcare

The Challenge

Dr. Robichaud's staff was increasingly burdened by the conventional process for generating and sending patient statements. With a growing volume of patients, it became more and more challenging to efficiently deal with billing, as well as the necessary follow up that many bills ultimately require such as collection attempts. Just printing the statements would take a full day. By the time a full batch was prepared for mailing and sent, the process stretched across an entire work week, which took a costly toll on staff time and productivity.

Likewise, traditional statement processing proved costly in hard expenses. From printer hardware and ink cartridges to rising postage fees and costs to resend returned mail, patient billing was a necessary expense that needed to be contained.

It's important to note that the challenges extended beyond the doctor's purview. More and more patients began proactively requesting streamlined—and greener—alternatives for making payments. Not only were the paper-based payments not offering patients preferred conveniences, they were extending the amount of time between billing and receipt of payment, affecting cash flow for the practice.

Suffice to say, Dr. Robichaud and his staff were compelled on many fronts to actively seek better solutions.

The Process to a Decision

Dr. Robichaud considered a variety of solutions to address the challenges his practice faced. He looked at mailing and billing services to see if such stand-alone offerings could plug into existing office procedures adequately.

As a customer of other Emdeon products, Dr. Robichaud also learned of Emdeon Patient Statements as a viable option for his practice. Emdeon Patient Statements is an automated patient billing service that reduces costs and gets statements to patients faster. Providers can simply upload a file from their desktop and then Emdeon takes care of the processing, printing and mailing.

Ultimately, Dr. Robichaud opted to partner with Emdeon. He found the Emdeon Patient Statements solution was robust enough to meet all his practice's billing needs. It also seamlessly integrated with other administrative systems currently in place. Eventually, Dr. Robichaud also incorporated the Emdeon Patient Pay Online solution to answer patient demand for web-based payments.

Solution Implementation

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Implementation and launch of both Emdeon Patient Statements and Emdeon Patient Pay Online were relatively simple and non-disruptive because these solutions are created to function as extensions of physician practices.

For the new patient billing solution, the doctor and his staff worked with Emdeon to design a patient friendly, custom branded statement layout for the practice that would best communicate key financial information to patients.

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“The look and features of the statement make it a stronger communications vehicle for patients, while the branding ties it back to our practice's unique identity,” explains Dr. Robichaud. “The patient easily knows what they're reading and who it came from. It's still from us; it's professional.”

Similarly, Emdeon Patient Pay Online involved the creation of a branded portal that links to the doctor's main website through a live link. The system is user friendly and created to blend with the doctor's existing web presence to give patients a comfort level in the security and legitimacy of the site.

Because this practice was already using other Emdeon solutions, overall integration of the additional services was especially seamless and simple.

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The Results

Dr. Robichaud reports many positive results since introducing Emdeon Patient Statements and Emdeon Patient Pay Online to his practice.

With Emdeon Patient Statements, the staff no longer loses valuable time lost in the exhaustive traditional billing process.

“The staff doesn't deal with outdated stamps, printing and time consuming billing. They don't have to leave the office to physically go and mail statements, leaving the front desk unstaffed as they used to do,” states Dr. Robichaud. “This solution took away my staff's least enjoyable task!”

The Emdeon solution has greatly streamlined patient statements, allowing the staff to focus on duties that utilize higher skills and contribute more fully to the betterment of the practice. Morale in the office improved as a result.

Cash flow also improved. The always rising hard costs of printing and mailing are no longer an issue, offering a cost savings to the practice. Also, thanks to the patient friendly design of the statements, recipients receive clearer, actionable information. The layout and order of the statements visually draw attention to outstanding balances, due dates and other essential information. Dr. Robichaud and his staff found that patients who are better informed and understand payment responsibilities are more inclined to pay more promptly and in full.

The faster process has also contributed to better cash flow. Now that statements go out in a much more timely fashion, they are received and acted upon more promptly.

“Simply by shortening the time it takes to print and mail statements, patients are able to pay sooner,” Dr. Robichaud summarizes.

As simplifying and effective as Emdeon Patient Statements proved for the doctor and his staff, Emdeon Patient Pay Online has proven to be equally as streamlined and convenient for patients. The online account portal empowers patients to view billing amounts and pay their accounts with ease, online, anytime.

Importantly, Dr. Robichaud has seen improvement in the amount and promptness of payments through the online solution. He denotes a few reasons for the improvement.

“By allowing patients to pay their bills online, we are seen as a practice that is providing the most up-to-date solution for them. Patient Pay Online drives patients to our website as well, so we can have a presence with them beyond the in-person office visit.”

In the past, many patients would plan to pay bills upon their next return to the office. If an appointment got delayed, the intended payment would be delayed as well. With electronic bill payment prompts built into ongoing patient communications, the delayed payment scenario is much less common.

Because Dr. Robichaud's patient roster is filled with people attuned to web-based technology and sensitive regarding environmental issues, he has been acknowledged as responsive to patient needs by offering the online payment option.

“By providing the online payment option, we've shown we're receptive to patient requests,” he says. “We've shown we share the sensitivities of our patients, and that goes a long way toward real patient satisfaction.”

Additionally, the practice no longer has to worry about holding secure information such as credit card numbers within its own systems. With Emdeon Patient Pay Online payments being processed through Chase Paymentech, a global leader in payment processing, the staff and patients are assured of a system that adheres to industry-wide, accepted practices for secure payment and privacy protection.

Reporting and analytics are integrated into the system, allowing the practice ongoing insight into patient activity, overall use and effectiveness. The practice can perform multiple searches to view payment summaries and details so they know the status of patient accounts at all times.

All told, Dr. Robichaud reports a solid return on investment in the Emdeon solutions.

“Billing and payment costs were rising, and our AR needed cleaning up. We addressed those issues with these effective, efficient solutions,” says Dr. Robichaud. “It's really simplified how we do business.”

***Interviewed for this case study: Dr. Robichaud,
Chief of CIHC's Chiropractic Medicine Department***



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