

Optimal Radiology

Optimal needed a partner that could provide a simple, cost-effective way to provide full service patient billing for their numerous small-balance bills.

RESULTS

Optimal was able to increase patient pay revenue by using PatientFocus' simple, contingent pricing model.



PatientFocus was able to increase Optimal's patient-pay collections rate by over 200% in the first seven months of acting as Optimal's patient pay billing office.

Optimal patients value the simple, flexible PatientFocus tools that enable them to quickly go online to set up payment plans, pay their bill or check their balance. The entire PatientFocus platform is built around the patient experience.

CLIENT

Headquartered in Nashville, Tennessee, and Birmingham, AL, Optimal Radiology (Optimal) is a national leader in providing professional radiology services that increase business capacity, productivity, and quality for hospitals, radiology groups and diagnostic imaging centers. The company offers a broad range of solutions for its customers, including on-site physician coverage, subspecialty reads, and teleradiology services for after hours, weekends and holidays.

CHALLENGE

As a provider of advanced teleradiology services for multiple hospitals across the country, Optimal faced a unique challenge: how to collect high volumes of smaller patient-pay balances (the amounts due by patients after insurance and before bad debt) in a cost-effective manner.

Optimal needed a partner to provide a simple, cost-effective way to provide full-service patient billing: fully automated statement presentment, easy-to-use online resources, and the capacity to offer polite, consistent follow-up with patients regarding their financial responsibilities.

"We needed an efficient, cost-effective means of collecting numerous small-balance bills. Using 'their tools, our rules', PatientFocus lets us increase revenue and minimize the day-to-day responsibilities associated with patient pay billing management. It has proven to be a great partnership."

*- Jon Grimes, CEO,
Optimal Radiology*

SOLUTION

Optimal partnered with PatientFocus to provide convenient, flexible patient-payment options through its turnkey service model. PatientFocus begins with branded statements offering every Optimal patient interest-free payment terms; administers a HIPAA-compliant payment portal featuring a variety of payment options (credit cards, Health Savings Accounts, eChecks, etc.); and conducts complete patient outreach (phone, online, and text).

PatientFocus not only doubled Optimal's patient-pay revenue but also gave their patients the patient experience they deserve.