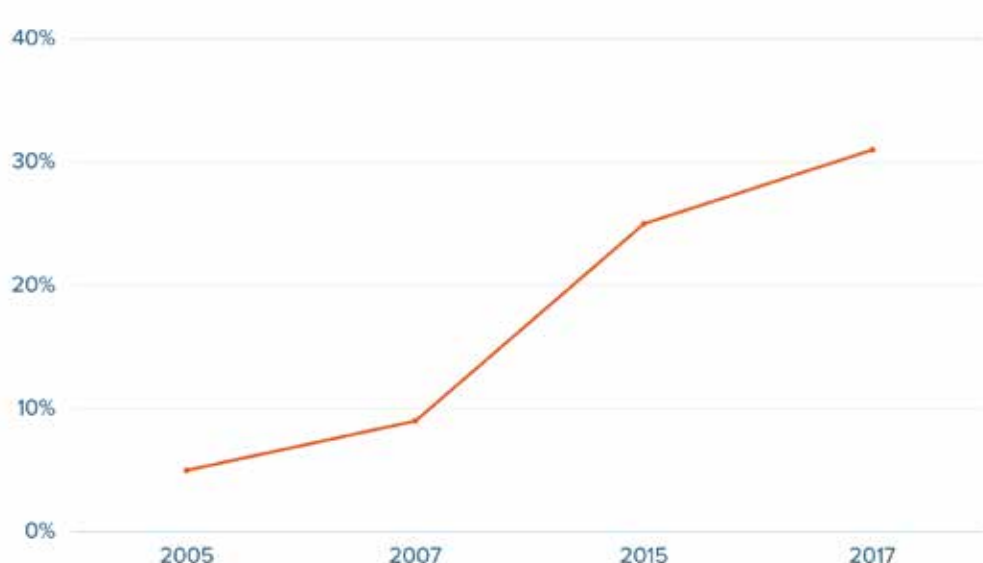


# Prescribing Patient-Pay Prosperity

## Elevate Your Cardiology Practice with Patient-Centric Billing Strategies

As the healthcare industry embraces a consumerist approach to patient billing, cardiology practices must adopt more patient-centric solutions to stay profitable and continue providing life-saving care.

### Patient-Pay is Now More Important Than Ever



Over 30% of your total practice revenue now comes from patient pay.<sup>1</sup>

### Fewer Patients Can Pay In Full

Cardiology care can be expensive, especially for patients with long-term heart conditions — and new cost-sharing structures aren't helping.

**63%**

increase in single coverage deductibles since 2011<sup>1</sup>

**41%**

of patients have healthcare debt<sup>2</sup>

**45%**

of atherosclerotic CVD patients struggle to pay their bills<sup>3</sup>

### Financial Stress Is Detrimental to Patient Outcomes

Neglecting the patient-pay journey is a surefire way to damage both the patient-provider relationship as well as patient recovery. **One year after acute myocardial infarction, patients under financial stress are more likely to have angina and undergo cardiac rehospitalization.**<sup>4</sup>

### Cardiology Billing Teams Struggle to Keep Up

From coding specificity to shifting payer requirements, an understaffed or inexperienced billing office lacks the bandwidth to get your practice paid properly — especially if they can't dedicate enough time and attention to patient pay.

Recent studies find **63% of practices still face staffing shortages** in revenue cycle departments.<sup>5</sup>

**The Power of Specialists**

Cardiologists are leaders in specialized medical care. Why not apply the same approach to the billing process?

**The patient-pay specialist at PatientFocus can help you achieve:**

- ✓ 35% more patient-pay revenue
- ✓ 15 to 20 fewer days to first payment
- ✓ 95% fewer inbound calls to your billing office

### Drive Collections With a Patient-Centered Experience

Extend your same level of clinical care, coordination, and effort into your billing process.



**Tailor billing outreach** to each patient's needs, preferences, and behaviors



**Optimize patient statements** to significantly reduce time-to-first payment



**Maximize patient financial engagement** with a highly-trained domestic call center



**Make it convenient, accessible, and easy** for patients to pay their bills

### Choose to Protect the Patient Experience — And Your Bottom Line

PatientFocus leverages compassion, communication, and consistency to transform the cardiology patient-pay experience. Our white-labeled patient billing solution proves that keeping patients at the center of the billing process is the key to unlocking steady revenue growth.

**Book a practice assessment to discover an easier way to grow patient-pay revenue**

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