

The fact that PatientFocus never turns patients over to collections or threatens credit ratings was a critical differentiator for e+, a company known for treating patients with dignity and care.

RESULTS

Within the first twelve (12) months of engagement, PatientFocus increased e+ patient-pay revenue by over 185%.

The e+ billing office has enjoyed a



decrease in patient calls, allowing staff to attend to higher-yield insurance claims.

e+ patients appreciate the flexible, interest-free payment plans and the broad range of patient friendly resources PatientFocus offers.

CLIENT

Headquartered in Nashville, Tennessee, e+CancerCare (e+) is a leading national operator of outpatient cancer care centers. The company offers a broad range of services, including radiation therapy, chemotherapy, and PET/CT cancer imaging. With its proprietary coordinated care program, e+ helps guide and support patients throughout the continuum of cancer care.

CHALLENGE

As a national operator of cancer care centers serving thousands of patients, e+ sought to streamline the patient-pay portion of its revenue cycle (the payments due from patients after insurance and before bad debt). Because treating patients with sensitivity and respect is the first priority, e+ required an outsource partner that would maintain a high level of compassion when communicating with patients facing not only critical health issues, but also high, recurrent medical expenses.

SOLUTION

e+ partnered with PatientFocus to provide its patients with convenient, flexible payment options – not ultimatums. PatientFocus provides a full-service patient-pay management model that begins with simple, customized statements that offer every e+ patient interest-free payment plans without a credit check. PatientFocus offers convenient payment methods, an online payment portal that facilitates self-service payment plans, and compatibility with payment channels like PayPal, credit card, bank drafts, and health savings account cards. Following the patient statements and online payment portal, PatientFocus conducts complete patient engagement (phone, online, text) to answer questions and provide financial counseling for every patient.

"At e+CancerCare, patient care comes first. This can make selecting the right revenue cycle partner difficult. We partnered with PatientFocus because they understand the importance of the patient relationship. PatientFocus was certainly able to increase revenues and support our billing office, but the ability to treat our patients with the respect, fairness and empathy we require has been of utmost significance."
– Jinfer Cross, Leader, AR Management