

NEW RESEARCH REVEALS HOW HEALTHCARE LEADERS ARE ADDRESSING PATIENT COLLECTIONS DURING THE PANDEMIC AND BEYOND

The COVID-19 pandemic has caused financial hardships for providers and patients alike. New research by iVitaFi reveals the impact and what healthcare leaders are doing to address this challenge.¹



84%

Hospitals that have experienced a reduction in cash collections due to the pandemic

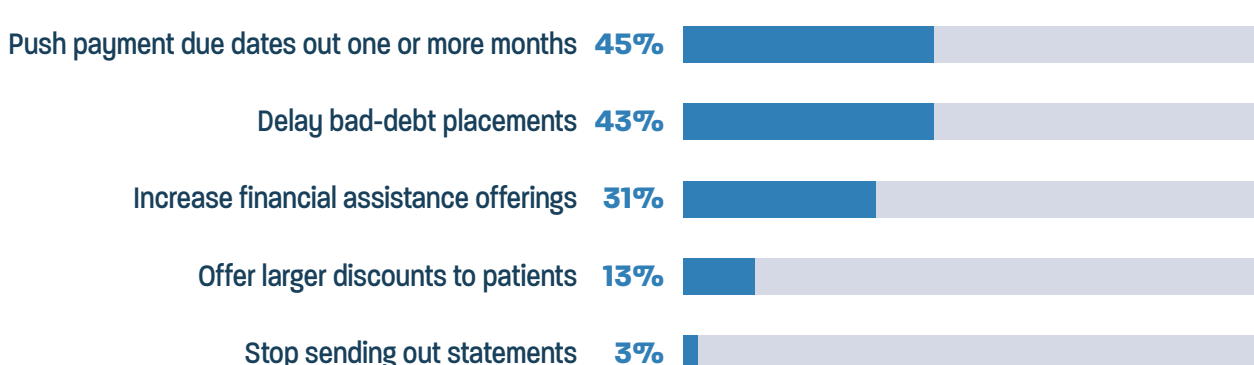
88%

Patient Collections is a top revenue cycle priority

79%

Payment plans are the top utilized program both pre- and post-service

HOW HOSPITALS HAVE ALTERED COLLECTION PROCESSES DUE TO COVID-19



TOP 6 COLLECTION STRATEGIES HOSPITALS PLAN TO IMPLEMENT IN THE NEXT 12 – 18 MONTHS

- Payment estimates at or before day of service
- Improve digital/self-service experience
- Payment plans offered at check-out
- Collect at or before day of service
- Online payment/patient portal
- Staff incentive for collections



LEVERAGING 3RD-PARTY LOAN PROGRAMS

46%

Already use a 3rd-party patient loan program or are considering implementing one

94%

say 3rd party loan programs are an effective way to improve patient cash collections

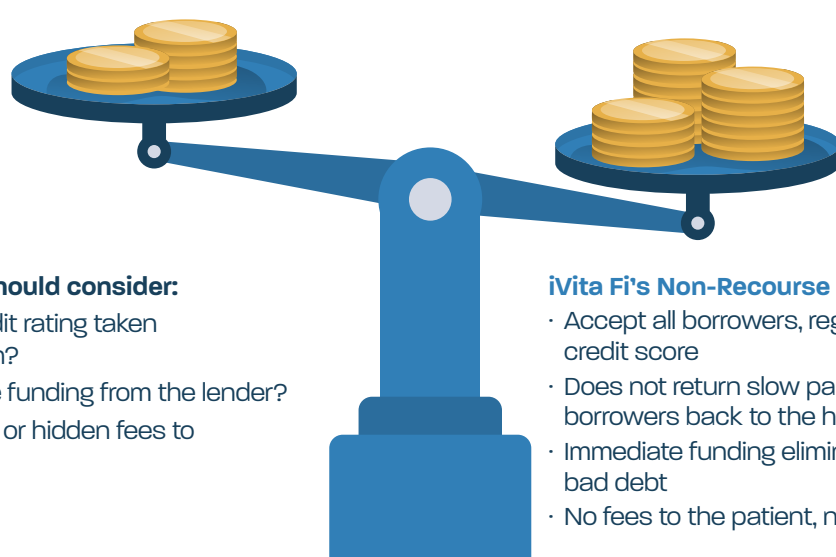
94%

say 3rd party loan programs are an effective way to improve patient satisfaction

PATIENT FINANCING STRATEGIES

Program	Collection Results	Hospital Resources	Best Fit Hospitals	Program Pros	Program Cons
Payment Plans	\$\$\$	3 people icons	<ul style="list-style-type: none"> • Strong cash position • Expert revenue cycle department <p>No cash acceleration. Liabilities remain on hospital balance sheet.</p>	<ul style="list-style-type: none"> • Comfortable • Self-administrated by hospital staff 	<ul style="list-style-type: none"> • Difficult to manage • May take years to recoup unpaid balances
Recourse Lending	\$\$\$	3 people icons	<ul style="list-style-type: none"> • Investment-grade hospitals <p>If the patient defaults, the hospital takes back the account balance</p>	<ul style="list-style-type: none"> • Cash acceleration • Lower fee vs. non-recourse lending 	<ul style="list-style-type: none"> • Patient default exposure • Recourse reconciliation is painful
Non-Recourse Lending	\$\$\$	3 people icons	<ul style="list-style-type: none"> • All hospitals - no reserve required <p>If the patient defaults, the lender is on the hook, not the hospital</p>	<ul style="list-style-type: none"> • Cash acceleration • Higher netback vs recourse lending 	<ul style="list-style-type: none"> • Higher fee vs. recourse • Need to understand underwriting

CHOOSING A PATIENT FINANCING PROGRAM: WHAT TO CONSIDER WHEN SELECTING A VENDOR



What hospitals should consider:

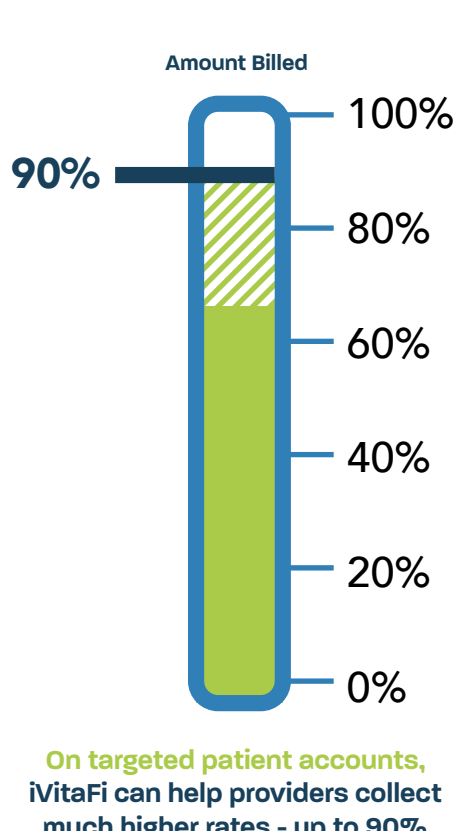
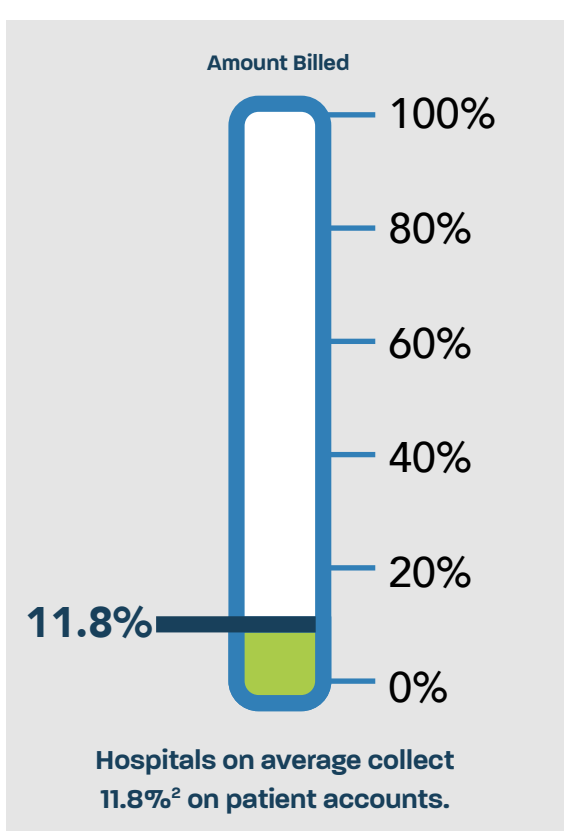
- Is a patient's credit rating taken into consideration?
- What triggers the funding from the lender?
- Are there interest or hidden fees to the patient?

iVita Fi's Non-Recourse Financing:

- Accept all borrowers, regardless of their credit score
- Does not return slow pay / no pay borrowers back to the hospital
- Immediate funding eliminates A/R days, bad debt
- No fees to the patient, no interest, 3-year term

Improve patient collections and satisfaction with iVitaFi

IMPACT OF FINANCING ON PATIENT COLLECTION RATES



CONTACT IVITAFI TO LEARN MORE
WWW.IVITAFINANCIAL.COM

iVitaFi helps patients pay for their healthcare bills while helping providers increase their cash flow and improve patient satisfaction. Our non-recourse program offers zero interest patient financing, helping health systems improve their financial performance so they can focus on what they do best: delivering quality care.

SOURCES:

- 1 "Patient Collection Strategies in 2020 and Beyond," Research Study by iVitaFi and Eliciting Insights, September 2020
- 2 iVitaFi Data Study Findings