

# HOSPITALS COLLECT MORE PATIENT-FUNDED REVENUE BY OFFERING PATIENT FINANCING



1/3

Nearly 1/3 of Americans lack the savings to pay a \$400 emergency expense<sup>1</sup>

54%

54% of patients delay care up to a year due to cost<sup>2</sup>

80%

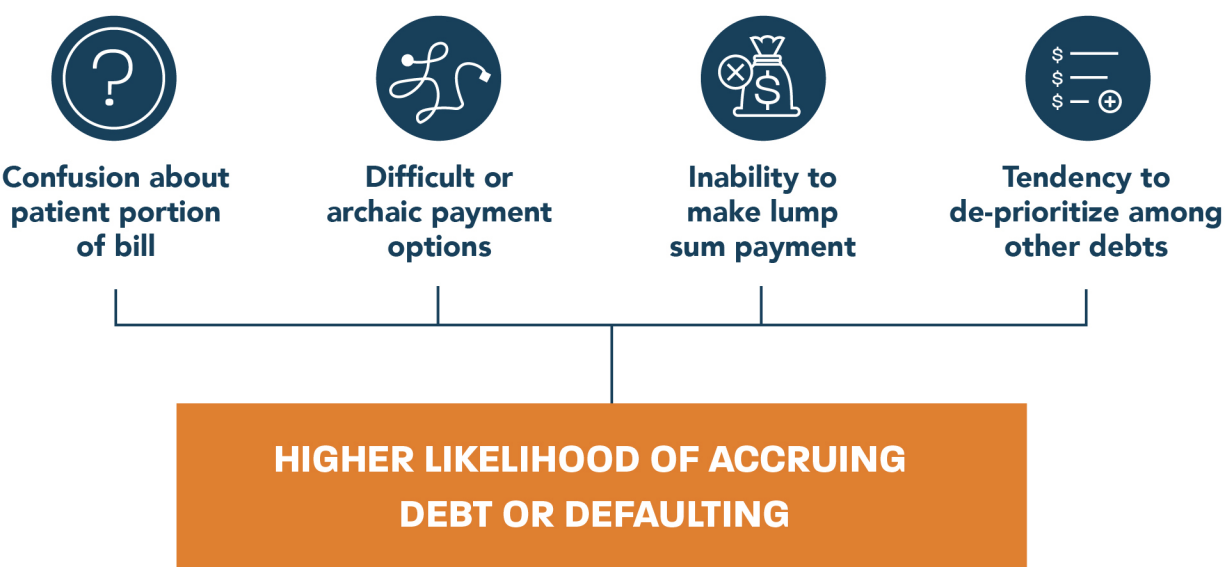
80% of patients want to pay their healthcare bills digitally<sup>3</sup>

Hospital revenue departments, traditionally accustomed to billing a small number of large insurers, are now tasked with billing and collecting directly from patients, many of whom are confused about their bills, reluctant to get costly care, or simply unable to pay.

**The right patient financing and engagement partner can help these hospitals better serve patients and collect more patient-funded revenue.**



## MULTIPLE FACTORS INCREASE RISK OF NON-PAYMENT



## 3 STEPS TO IMPROVING PATIENT-PAID COLLECTIONS

CHOOSE THE RIGHT PATIENT ENGAGEMENT, PAYMENTS & FINANCING PARTNER, TO:

- 1 PROVIDE CLEAR, EASILY ACCESSIBLE COMMUNICATIONS
- 2 FACILITATE MANAGEABLE PAYMENT OPTIONS
- 3 OFFER ATTAINABLE FINANCING AND EASY REPAYMENT TERMS

## HOW IVITAFI HELPS HOSPITALS HELP THEIR PATIENTS:

### PATIENT ENGAGEMENT

- Clear communications about debt obligations and payment options
- Specific messages, timing, cadence and channels
- Pre-service, point-of-service and post-service engagement



### PAYMENT SOLUTIONS

#### PAY NOW

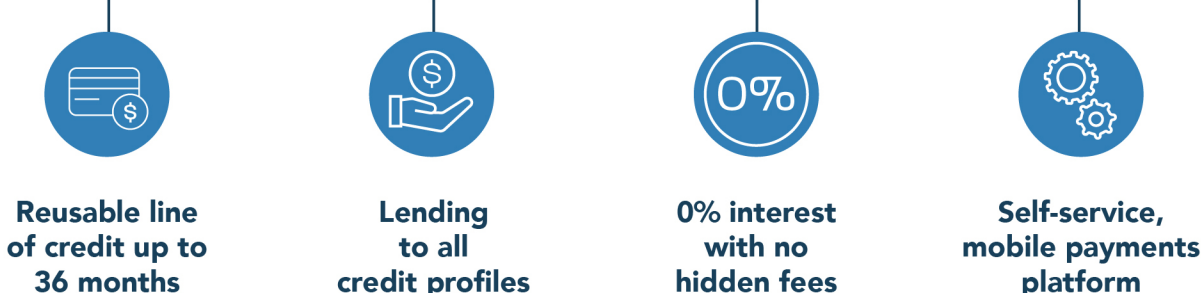
- Multiple easy options to make a single payment
- Accept partial or full payment for one or more bills

EITHER/  
OR

#### PROVIDER PAYMENT PLANS

- Bills divided into 4 affordable, monthly payments
- Self-service, mobile-first technology
- Hospitals set parameters, iVitaFi manages payments

### PATIENT PAYMENT FINANCING



**CONTACT IVITAFI TO LEARN MORE**  
**WWW.IVITAFINANCIAL.COM**

**SOURCES:**

- 1 <https://www.federalreserve.gov/publications/2022-economic-well-being-of-us-households-in-2021-dealing-with-unexpected-expenses.htm>
- 2 <https://revcycleintelligence.com/news/How-Personalized-Payment-Plans-Improve-Patient-Collections>
- 3 <https://patientengagementhit.com/news/health-consumers-want-digital-patient-payments-from-providers#:~:text=Consumer%20survey%20respondents%20overwhelmingly%20expressed,clinician%20offices%20using%20electronic%20tools.>