

CASE STUDY

Reedsburg Area Medical Center

Reedsburg Area Medical Center Increases Net Patient Collections with iVitaFi



Overview

Like many regional area medical centers, providing exceptional care and allowing patients to receive treatment within their community regardless of their ability to pay is the mission and passion behind their existence.

Facing increasing financial pressures, Reedsburg Area Medical Center (RAMC) needed a way to mitigate the financial risk of providing care to patients who were uninsured, underinsured, participated in high-deductible health plans, and/or had a bad credit profile. They sought more flexible payment options for their patients.

Facing Challenges

Founded in 1902, RAMC has a long tradition of service to the community. They knew that even under the best circumstances, insurance, billing, and other financial considerations can cause confusion for patients. Now that healthcare payment liability has increasingly shifted to patients due to the exponential growth of high deductible health plans, along with rising consumerism, it has become important for RAMC to offer simple and accessible patient payment options. Today, despite wanting to pay, many patients cannot afford their healthcare bills without some form of financial assistance.

RAMC sought a solution that would help alleviate the emotional and financial burden of out-of-pocket expenses on patients, while also delivering increased collection, faster payment, and overall improved patient satisfaction.

The Solution

RAMC began to investigate patient financing options, and selected iVitaFi's all-digital, non-recourse patient lending program that can be extended to other balances or family members. Patients are offered a 0% interest line of credit with affordable payments over time, regardless of their account balance or credit

history. The program fosters lasting relationships with patients because individuals continue to seek care with a health system that makes it easier to pay.

Not only does the partnership with iVitaFi help RAMC's patients, but it also benefits the revenue cycle department. iVitaFi's digital lending program integrates with RAMC's existing workflows at pre-registration, point of service and post-billing. The program fully funds the hospital right away for each account, after which iVitaFi works directly with the patient to collect on the credit line. This accelerates cash flow for the medical center and improves liquidity while reducing A/R days and bad debt expense – all of which ultimately strengthen operational margins.

“Through our partnership with iVitaFi, we were able to provide our patients with a financing program that helped them get the care they needed and deserved. Within the first 6 months of start the program, self-pay A/R has decreased by \$250,000, bad debt % of gross revenue dropped 10% points” stated Peter Frutiger, Director of Revenue Cycle, RAMC.

A Straightforward and Well-Supported Implementation

As RAMC began implementing the patient financing program from iVitaFi, the customer success team helped cultivate buy-in. “They provided in-person training and curriculum for our client services and cash posting teams, which are the staff most involved in payment plan enrollment and payment posting. iVitaFi also created content to present to key executives explaining their unique advantages. Another benefit was they partnered with us to create scripts, so that any patient interactions were in line with our values and goals,” said Frutiger.

Since implementing the program, RAMC has seen meaningful results.

“We were able to expand our patient payment choices and consolidate payment plans while increasing cash on hand. We’ve also received a lot of positive feedback from patients for the quick approval process and the ability to manage their account online,” Frutiger said.

Ongoing Results

Today, RAMC continues to improve access to the new financial services. Currently, the financing program has reduced the strain on RAMC’s call centers, simplified financial discussions and is improving patient satisfaction.

KEY RESULTS INCLUDE:

- Self-Pay A/R decreased \$250,000
- Bad debt % of gross revenue dropped 10% points
- Self-pay collection rates increased 5% within the first 3 months



More About iVitaFi

As a healthcare payment financing company, iVitaFi focuses on improving patient financial health and provider sustainability. Our program provides an all-digital, 0% interest, non-recourse line of credit for patients of all credit profiles, helping our partner hospitals throughout the U.S. improve cash flow and reduce patient bad debt. We help patients pay for their out-of-pocket costs, keeping them on the path toward complete physical and financial wellness.

iVitaFi’s patient financing program helps hospitals, health systems and practices improve patient collections. and cash flow, reduce A/R days and bad debt, and improve patient satisfaction.

☎ (888) 504-8482

✉ info@ivitafinancial.com

🌐 www.ivitafinancial.com