

# Calling Services

Finding time for your staff to make calls to resolve payment issues before accounts are turned over to third-party collections can be difficult. That's why we offer three calling options to handle it for you.

In fact, at Brightree Patient Collections, we provide inbound and outbound automated calling as well as live calling, and you can select any or all of these options. We focus on collecting the cash you're owed so your staff can focus on higher payoff activities.



## Brightree Live Agent

Our knowledgeable live agents serve as an extension of your internal staff by collecting payments and improving the patient experience. They engage your patients to remind them of balances owed and take necessary steps to either collect payment or procure your assets back when payment is not an option.

By using propensity scores, these live agents work smarter to identify and contact the right patients to avoid sending them to collections, protecting your patient relationships and saving you money.

You can scale the service from project-based to full-service calling programs, and our detailed progress reporting provides you with up-to-date status, including calls made and revenue collected. And integration between the Brightree solution and the AR Dashboard efficiently keeps AR moving.

Our trained agents:

- **Collect one-time payments and secondary insurance information**
- **Enroll in payment plans to ensure timely payments**
- **Provide pre-qualification of financial hardship assessments**
- **Maximize overall payment activity by reviewing full account balances, not just past due**

## Brightree Virtual Agent

Because staffing a call center is both inefficient and expensive, Brightree Patient Collections uses the latest IVR (interactive voice response) technology to handle your inbound and outbound calling to patients.

With Brightree Virtual Agent, our intelligent caller replicates a seasoned CSR who always knows what to say and when to say it. During the interactive call, the agent is able to hold an effective conversation with your patient, not only reminding of an outstanding invoice but even setting up a payment plan or accepting a credit card payment over the phone instantly.

Our intelligent agents:

- **Call regularly and consistently at strategic intervals, reminding your patients of balances owed**
- **Compliment your mailed invoice strategy, increasing success by communicating through multiple channels**
- **Provide payment plan options for your patients that fit into their budget and yours**
- **Save you the hassle and cost of outsourcing a call center**

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## Brightree Inbound Payment

Similar to Brightree Virtual Agent, Brightree Inbound Payment Line uses IVR technology as an inbound payment solution. The setup is easy, using a local phone number that corresponds with your area code and allowing you to add the payment option to your phone tree.

Our inbound agents:

- **Allow patients to call in after hours or on weekends to make an automated payment**
- **Enable you to handle overflow calls**
- **Reduce payment calls to staff**
- **Take payment calls during reduced staffing**

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Wish you had more time to focus on getting paid? We've got you covered with live and automated calling options.