

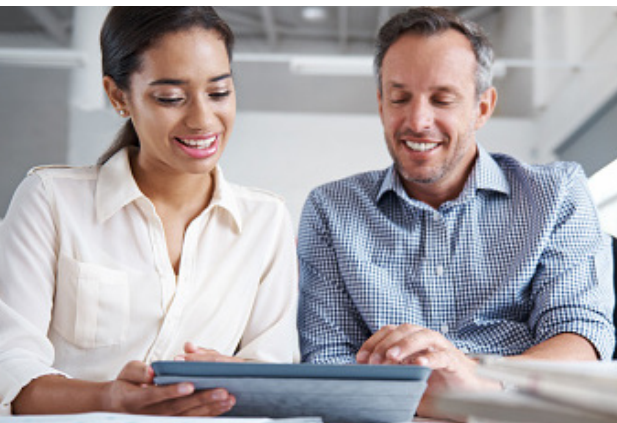
National C-PAP supplier enhances payment experience for patients and referrals

Challenge

Time-consuming payment posting and confusing invoices impaired Nationwide Medical's ability to meet their mission of delivering an excellent experience to patients and referrals.

Solution

The national provider made the switch to Brightree Patient Collections in 2014 for the latest in innovations including Brightree Inbound Payment, an IVR payment line for inbound calls.



Based in Agoura Hills, California, Nationwide Medical is a national supplier of respiratory care with C-PAP as the main line of business as well as oxygen, non-invasive ventilation, and a bit of AffloVest. But they're also family-owned, and that means the priority is always making sure that they're doing right by the patient.

In fact, in an industry that can take weeks for patients to get properly set up on equipment, Nationwide commits to far faster turnaround times, setting up patients in a matter of days. This not only delivers the best possible experience to the patients but also to the physicians who have referred them.

That made Brightree Patient Collections a logical next step in their strategy. Already a Brightree customer for Brightree Business Management Software and Brightree MyForms, Nationwide added Brightree Patient Collections in 2014 to stand firm with their mission. After making the switch from a company that was handling inbound calls and invoicing, they've added enhancements to improve the patient's payment experience including a Patient Portal for billing, AutoPAY functionality, and Brightree Inbound Payment, an IVR payment line for inbound and outbound calls.

Brightree Patient Collections is very easy and automated in the background. We don't need a lot of handholding and that's extremely important. It's very streamlined and we're able to look at high-level reports and immediately understand what's going right and what's going wrong.

"We don't want to be the company that's left behind," explains Desiree Hintz, claims manager. "Brightree Patient Collections makes sure we're always growing and doing what's next in line."

Sara Cruz
Chief Operations Officer, Nationwide Medical

In August 2020, they added Brightree Inbound Payment, which is an IVR system incorporated into the phone tree as an option when patients make inbound calls. "The system is extremely helpful," adds Desiree. "It takes time for my team to process payments, and now they're able to spend more time with the patients who have questions versus those patients just calling in to make a payment on their bill."

In addition to reducing call volume, the service provides convenience to the patient so they can pay their bill quickly, and Nationwide has been able to reallocate staff that no longer need to call patients to collect from them.

"Especially during the first quarter of 2021 when people change their insurance, we've been able to reallocate staff to focus on those types of priority calls instead," says Sara Cruz, chief operations officer at Nationwide.

Another significant improvement was the move from invoices to custom electronic statements in 2020. Previously, patients might receive three or four bills a month, which creates confusion about what is due and can result in payment delays. Now patients receive one summarized e-statement that is substantially reducing call volume and costs by eliminating paper.



"We don't want to be the company that's left behind. Brightree Patient Collections makes sure we're always growing and doing what's next in line."

Desiree Hintz,
Claims Manager, Nationwide Medical

Sara points out that, over the years, Nationwide has also seen their collections numbers increase thanks to the Patient Portal and encouraging patients who are onboarding to enroll in automatic payments. The ability to have a credit card on file makes it easy for those patients to pay their bills securely.

"A lot of our patients are set up from a referral source in their office, so we want to make it easy for both the referral sources and the patients," she reports. "Brightree Patient Collections allows us to easily capture credit cards to pay their e-statements."

Stellar customer service from Brightree is another factor that has come into play for Nationwide, according to Desiree. She cites one-on-one meetings and the ability to hear what's on the horizon for Brightree Patient Collections as key to their success because Brightree stays ahead of the market and industry standards and brings the cutting edge to them.

Overall, it all comes back to simplifying for everyone involved. "Brightree Patient Collections is very easy and automated in the background," reports Sarah. "We don't need a lot of handholding and that's extremely important. It's very streamlined and we're able to look at high-level reports and immediately understand what's going right and what's going wrong."

Results

Nationwide Medical has experienced impressive results since adding Brightree Patient Collections to its patient-focused strategy.



Reallocated staff who no longer need to call patients to collect payments



Reduced call volume and costs



Improved patient experience