

CASE STUDY

Springdale Pediatric Associates **Achieves 20% eStatement Adoption!**



Springdale Pediatric Associates cares for babies, children and young adults between two locations in Greater Cincinnati, Ohio.

Results With InstaMed

★
112% growth
in eStatements

★
20% of statements
are sent electronically

★
25% increase in online
payments

The Challenge

Springdale Pediatric Associates sent a significant number of paper statements to collect balances and wanted to offer more convenient channels to connect with families for payments.

The Solution

Springdale Pediatric Associates leverages InstaMed solutions to offer families a digital connection for their payment journey, including eStatements with the Patient Billing solution and convenient online payments with the Patient Portal.

A Deeper Look

The Challenge

Payment Responsibility Increases Impact the Family Experience

Springdale Pediatric Associates has been a thriving pediatric practice in the Greater Cincinnati area for more than 50 years. In recent years, the practice saw a steep increase in the number of families who had a high balance after a visit. Springdale Pediatrics also learned that many families did not understand their plan's payment responsibility and would turn to their billing department for questions. For example, some families believe that check-ups are covered 100 percent by their health plans but that is not always the case. The billing department had to spend significant time to educate families on their payment responsibility and statement balances.

Larger Balances Mean More Paper Statements

Springdale Pediatrics usually starts the collection process after the balance is determined by the health plan. The family gets a paper statement in the mail for the balance owed for their visit at Springdale Pediatrics. The billing department could send up to three mailed paper statements to families for every balance owed. Springdale Pediatrics wanted to open more channels to connect with families for payments.

Disparate Systems Further Slow Down Collection Efforts

Springdale Pediatrics leverages Office Practicum, a popular practice management system with pediatric practices for patient records. Office Practicum is a robust system that captures and retains the important clinical information about each patient, but the patient's clinical experience is only half of the journey. Office Practicum alone does not offer visibility into the payment side of the experience. Springdale Pediatrics wanted to capture all interactions – both clinical and payment – in one place for the full picture.

The Solution



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A New Focus on the Payment Experience to Support Families

Leadership at Springdale Pediatrics refocused collection efforts to add a new emphasis to the payment journey for families. Originally, the billing department had three individuals focused on collecting payments from payers, but now has one individual solely focused on working with families for their balances. This person helps families to better understand their payment responsibility and how to make payments to Springdale Pediatrics. Now, families have a dedicated resource at Springdale Pediatrics to support their healthcare payments journey.

InstaMed Solutions Deliver the Digital Connection With Families

In addition to staffing changes, Springdale Pediatrics now leverages InstaMed solutions to better connect with families to manage their payments. First, Springdale Pediatrics adopted a new statement design from InstaMed to deliver an intuitive, consumer-tested statement that promotes digital payment options, including eStatements and online payments. Families can enroll in eStatements with the InstaMed Patient Billing solution, which helps cut postage and paper out of the statement process. Now, 20 percent of statements are sent electronically. That percentage is expected to increase as initial eStatement adoption grew 112 percent in six months.

Springdale Pediatrics also offers the ability for families to pay online through the InstaMed Patient Portal solution. Families can make quick payments through an embedded iFrame on the practice's website. Families can also set up an account in the Patient Portal to manage payments for all of their children in one place, including setting up a digital wallet. Online payments are a significant portion of collections for the practice and have grown 25 percent in six months.

Seamless Integration Between Office Practicum and InstaMed

Springdale Pediatrics found InstaMed as an integrated healthcare payments partner with Office Practicum. Through this partnership, the billing department can view all patient information in one place with single sign-on functionality. This also means that the staff can process and post patient payments directly in Office Practicum with InstaMed.

"InstaMed Patient Billing with eStatements allows us to make a digital connection with families for their balances. eStatements now represent 20% of statements!"

Brenda Hanavan
Office Manager
Springdale Pediatric Associates

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