

Self-Pay Receivables

The Artiva HCx™ solution enables providers to aggregate data from multiple systems for streamlined patient responsibility, insurance follow-up, and denials management with intelligent exception-based workflows, automated claim statusing and integrated embedded data enhancement through a single platform. The process ensures only the highest yield accounts that need follow-up are worked, improving productivity, reducing the cost to collect and providing one singular process for the business office.

Business Challenge

In an evolving healthcare market challenged by the rise of high-deductible health plans, reimbursement reductions and regulatory reform, providers across the country are struggling to maintain positive financial health. These issues have forced many to look at self-pay process redesigns, affiliations or teamsourcing partnerships to boost revenue performance. With the average deductible increasing 255% since 2006 and projected to continue its growth trajectory, the task of collecting self-pay dollars from patients is a daunting one that becomes even more pronounced when factoring in the importance of patient satisfaction tied to new reimbursement models.

Working every account is economically impossible, so providers must find ways to manage productivity by using segmentation to determine which ones to work and which ones to look at for financial assistance and/or teamsource to a partner. Achieving a positive patient experience every time requires a fully-integrated call solution that enables call recording and provides strong QA.

In short, healthcare providers must maximize productivity, minimize cost to collect and increase recoveries to reduce bad debt write-offs and raise patient satisfaction.

Solution Overview

The Artiva HCx™ solution empowers you to meet these challenges with a fully-integrated engagement suite that enables patients to interact with you on their terms and at their convenience. Furthermore, the system helps you segment and prioritize accounts; formulate appropriate contact strategy; reach out to

patients in compliance with federal and industry regulations; record calls and tie them directly to accounts for future reference; and accept payment according to standards like the PCI-DSS, and legislation like the Electronic Funds Transfer Act (EFTA).

Key components of the solution include:

- **Patient Visits & History** – Provide account reps with detailed information about the number and nature of services rendered, on a single screen for maximum efficiency.
- **Scoring** – Prioritize accounts with segmentation, informing appropriate overall contact strategy for maximum self-pay recovery.
- **Insurance Verification** – Automatically scrub insurance data for missing information.
- **Charity** – Automatically review financial assistance options for patients, and extend opportunities to the right accounts, at the right time.
- **Fully-Integrated Contact Management** – Execute outreach campaigns according to strategies matching account segmentation, CFPB standards, and legislation including HIPAA, TCPA, UDAAP and FDCPA.
- **Reporting & Analytics** – Performance reporting by prioritization tier, analysis by facility and region, snapshot analysis to help spot trends, and breakdowns by financial class and patient type.



Why Choose the Artiva HCx Solution

The Artiva HCx solution features an unmatched degree of integration as a fully-fused patient engagement suite. No other platform available provides a holistic self-pay experience, managing financial information from the moment a patient checks in with your facility to the moment their balance reaches zero. By leveraging proven technology that aggregates multiple systems and affiliates into one strategic network, the Artiva HCx solution enables unmatched efficiency in self-pay receivables.

As a whole, the system provides these key benefits:

- Increase staff productivity
- Work accounts you do not get to today
- Increase pace and likelihood of payer reimbursement
- Raise patient cash collected
- Reduce cost to collect
- Reduce bad debt write-offs
- Improve patient satisfaction
- Reduce administrative cost of managing multiple vendors

Contact Ontario Systems today to learn more.

