

# The VisitPay Effect

How VisitPay is driving yield, increasing patient satisfaction, and building trusted financial relationships at St. Luke's Health System.

## 1 THE CHALLENGE:

Surviving in today's new healthcare economy

↑ AS PATIENT OBLIGATION RISES

↓ DECREASING PAYMENTS ARE DRIVING DOWN MARGINS

**46%** of adults can't cover an emergency expense costing \$400 Source: Federal Reserve

**40%** of consumers choose a high-deductible health plan—up from 26% in 2011. Source: National Center for Health Statistics

## 2



A SEAMLESS 21ST CENTURY EXPERIENCE

ADVANCED DIGITAL PLATFORM

INTUITIVE USER EXPERIENCE

INTELLIGENT SCORING & SEGMENTATION

SEAMLESS INTEGRATION WITH EMR

## 3

THE OUTCOME:  
Success by any metric



Patient satisfaction is skyrocketing **50%**

↑ Patient payments are increasing dramatically **30%**

↓ St. Luke's cost to collect is drastically reducing **70%**

- PATIENTS GET**
- TRANSPARENCY**  
Automated EoB reconciliation lets patients know what they owe
  - CHOICE**  
Practical financing options relieve stress
  - CONTROL**  
Patients can self-manage their payments

WATCH THE CASE STUDY VIDEO: [VisitPay.com/StLukes](http://VisitPay.com/StLukes) ▶