

## Digital Requests

# Case Study

Discover how healthcare organizations can improve collections using text and emails to notify patients of outstanding balances.



# Table of Contents

The Challenge

---

The Facts

---

The Plan for Family Practices

---

The Results

---

Why PayGround?



# The Challenge

At PayGround, we're in constant contact with the many healthcare organizations we serve. We asked healthcare leaders: What were the biggest patient payment challenges you faced before switching to PayGround? They identified the following:

1. Patients often forgot to bring their payment methods with them to appointments and they were frequently confused by how and when they could pay their bills. That decreased collections and increased A/R days.
2. Some patient populations aren't tech-savvy and still want to receive paper statements, while others prefer a fully touchless payment solution.
3. Their payment systems weren't intuitive. Healthcare organizations would often have to send outstanding balances to debt collections, which was expensive, time consuming and never guaranteed results.
4. Many healthcare organizations were changing merchant service providers every year. They were concerned that implementing yet another new system would be time-consuming, disruptive and wouldn't necessarily save their organization money.
5. Remaining competitive with other local providers that offer more modernized payment solutions to their patients.

“

I changed merchant services three times in three years. After the first month with PayGround, I saved money. That was it. As a manager, your job is to grab opportunities when you see them. PayGround affected our bottom line in a positive way, without risk.”

— Chad Gammage, Owner, Avista Medical Center

## The Facts

**85%**

of patients today want to pay their medical bills **electronically.**

**65%**

of patients would consider **switching providers** for a **better payment experience.**

**Medical debt affects 1 in 5 Americans.**

When a debt goes to collections a practice **loses up to 50%** of the amount owed—if it's ever collected at all.



# The Plan

## The Plan

While many healthcare organizations simply make the switch to PayGround, some choose to pilot it while keeping their current platform in place for a short time. After that trial period, they have a clear cost comparison and a sense of whether PayGround will improve patient satisfaction, office operations and collections.





# The Results

On average, providers that use PayGround see A/R days decrease and collections increase by 23% in the first 90 days. Healthcare organizations also report that:

- » Onboarding is fast and easy. The PayGround team swiftly and securely migrates each organization's EMR into the system and typically gets employees using PayGround in less than an hour.
- » Staff enjoys the clean, fresh look of the program, its reporting capabilities, the 24/7 support and the fact that their front office is no longer up against issues like midnight cutoffs and time zone conflicts.
- » Since patients can easily store payment methods, staff collects more payment at the time of service, reducing follow-up and A/R days by 9.4 days on average. Patients also enjoy using the card-on-file technology to pay bills — in the office and remotely from their devices, and to purchase extra services or products.
- » When organizations adopt the web version of PayGround, the interface is always open on staff computers. If the person at check-in forgets to collect a patient's copay, the person at checkout will see that and catch it.
- » Many providers implement other payment safeguards. If a patient hasn't paid their bill after 30 days, they text the patient and notify them that they're going to run the card on file. This completely removes the need for collections, which keeps 100% of revenue in house.
- » For patients who still prefer paper statements, PayGround creates and distributes custom invoices so all patients can understand and pay bills easily.
- » By reducing overhead and increasing revenue, organizations quickly see a healthier bottom line and an increase in revenue of up to 60% in some cases. That allows employees to focus less on collections and more on giving patients the best care possible.

Using PayGround, many organizations completely **cut debt collections** from their budget.

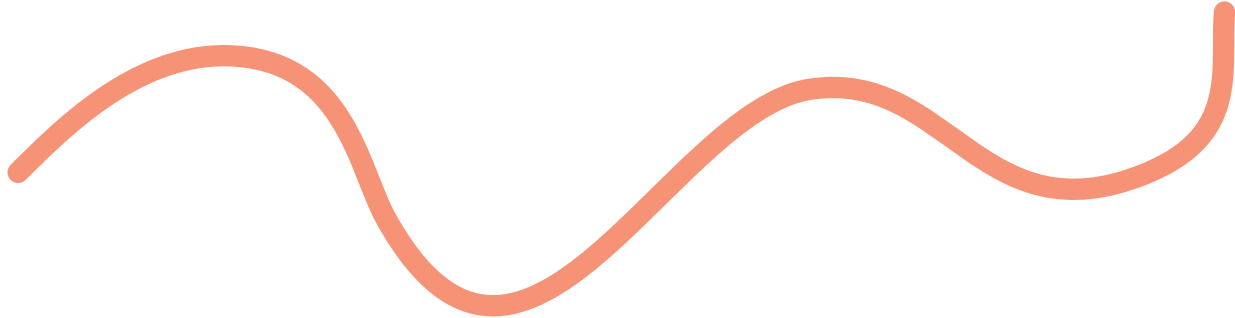
---

Healthcare organizations that use PayGround experience a **23% increase in collections** within the first 90 days.

---

Some organizations who use PayGround **increase collections by up to 60%**.

# Why does PayGround work?



**We make payments simple.** PayGround was created out of frustration with the healthcare payment system from both sides. We knew there had to be a better way, so we created a platform that's as easy for patients to use as it is for healthcare organizations.

[PayGround. The Place for Healthcare Payments.](#)

“Every administrator is concerned about implementing a new system, and physicians are often even more hesitant. When we started with PayGround, I think we spent 20 minutes with them on a Friday afternoon and the system was ready to use by Monday. It was fast, easy and we didn't have any problems. Most importantly, the patients love it.”

— [Aida Minkowitz](#), Practice Administrator, *Pinnacle Care Internal Medicine*



**payground**

[payground.com](https://payground.com) | [info@payground.com](mailto:info@payground.com) | 800-385-4556