

# How Atrium Health Floyd System drives patient loyalty and increases collections



## Prior to CarePayment Partnership

- Very competitive market, wanted to create market distinction.
- Attempted to collect in-house for first 30 days, deferred to an early-out vendor on day 31.
- Found that disparate collection strategies were leading to decrease in patient payments.
- As the largest health system in the region, patient trust was present, but needed to provide more payment options to increase overall collections and reduce bad debt.

## CarePayment Solution at Atrium Health Floyd

- Comprehensive program with CarePayment's opt-in (Patient Choice) and pre-bad debt (Patient Assign) solutions.
- 6 to 36-month payment plans based on the patient's medical bill.
- Patients offered payment plan terms up to 48 months.
- Patients also offered extended hardship terms if needed.

## Results

Through the first year, CarePayment generated:

- \$3.9M in net cash
- 3,300 new patients
- 19,000 patients touched by the program
- Less than 6% default rate on engaged accounts

**329**

bed acute care hospital and regional referral center covering over 40 medical specialties across northwest Georgia and northeast Alabama

**3**

Destination Centers

**5**

Joint-Commission certified disease-specific programs

**\$390M**

Net Patient Revenue (FY2019)

**400,000**

patients served annually

**3,000**

employees

**300**

physician specialists

## Year-over-Year Net Funding

