

How DeSoto Memorial Hospital Uses Retail Approach to Improve Access to Healthcare



Background

- Managed payment plans and collections in house
- In need of a process in place to manage payment plan accounts effectively
- Community members were avoiding treatment due to large out-of-pocket medical costs

CarePayment Solution

Creation of the DeSoto program:

- CarePayment's 25-month, interest-free payment plan option
- Resulted in an accelerated cash flow and a positive return on investment at the provider level
- Large increase in patient loyalty overall

Results

Since 2010, CarePayment has generated:

- \$1.2M increase in cash
- Over 20,500 patients touched by the program

49

bed general medical and surgical hospital located in a small, rural community located in Arcadia, Florida

50+

medical staff

20,000

patients served annually

Specialties

Emergency services, surgery, cardio-pulmonary, maternity, radiology, rural health clinic, and home health agency