

How Floyd Health 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 Floyd Health System

- Comprehensive program with CarePayment's opt-in (Patient Choice) and pre-bad debt (Patient Assign) solutions.
- Accounts past due after 45 days deferred to CarePayment.
- Patients offered payment plan terms up to 48 months.
- Patients also offered extended hardship terms if needed.

Results

In the first full year of the program with \$19.9M total placements, CarePayment generated:

- \$3.9M in net cash
- Funding from program equates to 1% of total NPR (to date)
- 3,300 new patients
- 19,000 patients touched by the program
- Less than 6% default rate on engaged accounts
- 105,660 patients touched by the program

304

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

