



# Patients will pay faster.

## Improve your self-pay revenue with the right collections software.



*The average medical debt balance in the United States is \$579.00—a price that's generally affordable to most people, but they typically aren't aware of the debt.*

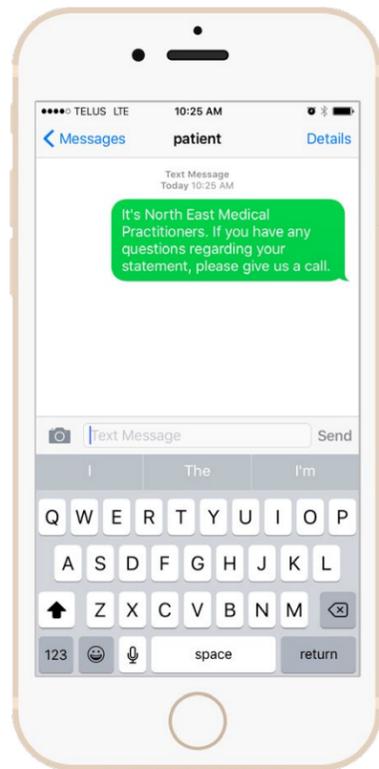
You're a health care provider, but you're also a business. And maintaining a strong business is about building strong relationships with your patients. But what's the best approach to maintaining relationships when your patients don't pay?

Communication. By utilizing SIT's Medical Collection Software, you'll open up new ways of reaching out to your patients and provide your medical practice with features that focus on preventative steps. Collector will help ensure that the majority of your at-risk accounts never reach the collection stage. And when they do, Collector will show you what to do next.

## Make it easier for your patients to pay.

Patients can't always make it into your office to make payments. And you don't always want them to. Offer them more payment options so you're not putting unnecessary accounts into the collections process. Using Collector you can store patient credit cards on file, so when a self-pay amount is due, your patients can authorize the amount over the phone, by email, or in advance.





## Send a text message. It's fast, simple, and you're 51% more likely to get a response.

Automated text messages can be sent from Collector, allowing you to send quick, short updates notifying your customers on their outstanding accounts. Even your patients will prefer it. It's less invasive, and it gets your message across without putting your patients in an uncomfortable situation. This is the way you should handle early stage collections—by being nice. You could even try sending a wink!

Collector also automates and sends emails, too. And all your actions are archived in an audit trail.

*With the Affordable Care Act and more high-deductible health insurance plans, it's increasingly important for medical professionals to feel comfortable discussing treatment options in parallel with patient insurance coverage and financial feasibility. Working with your patients to engineer options that meet their financial needs will not only help to prevent collection issues in the future, but it will help to build patient trust in you and your practice.*

## Set up recurring payments.

Some patients pay just a little too late, a little too often. Don't have your staff calling the same patients every month. Set up an automated payment schedule.

With Collector, you can track your clients' missed payments and arrange a payment schedule that works for you and your patients. It'll keep certain accounts out of collections, and it'll help you protect the relationships you've worked hard to build with your patients.



## Protect your patient relationships by managing collections in-house.

Because of higher deductible plans and the Affordable Care Act, patients are paying more out of pocket. And this subtle difference has big implications. Because when your patients are spending their own money, they want more value. And that value comes from the care and attention that your medical practice provides. So when you have to send a bad account to a collection agency, your reputation, your image, and that relationship is handed over as well.

By managing your own collections with Collector, you control the messages you send to your patients. You control the way you send them. And you control your relationships.

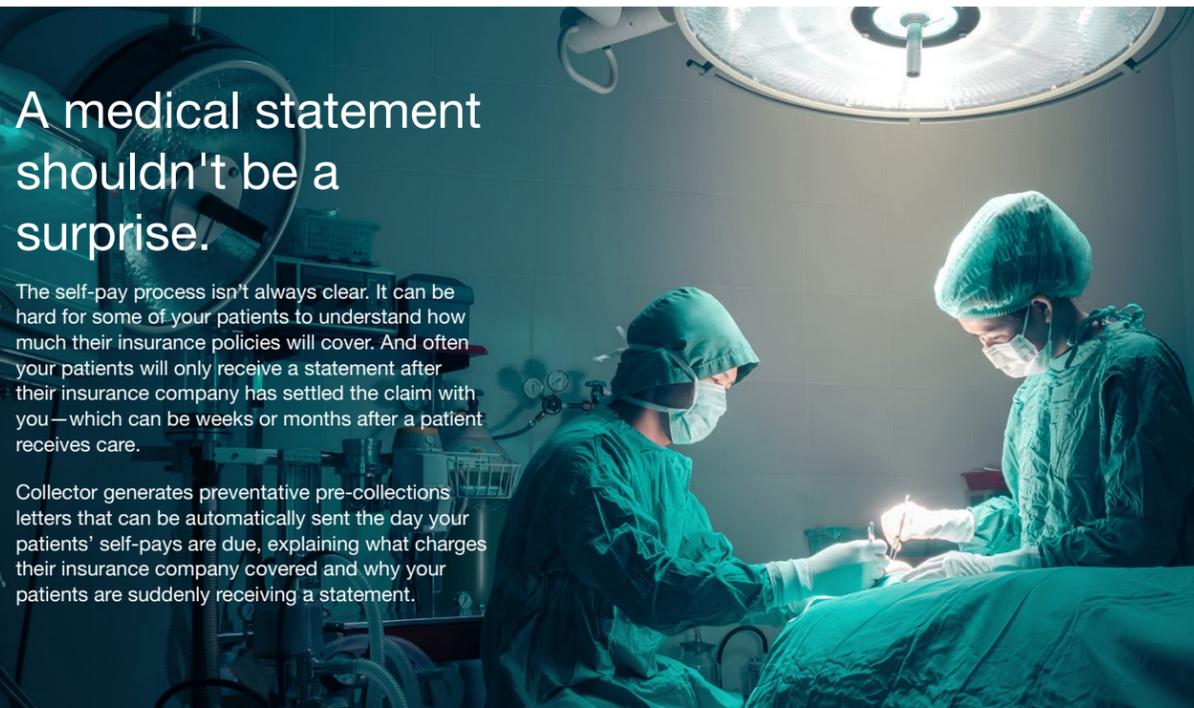
*According to NerdWallet Health, despite having year-round insurance coverage, 10M insured Americans aged 19-64 faced bills they were unable to pay in 2014.\* By generating collection reports, you can identify what patients are having trouble paying their medical bills and work with them to define realistic payment schedules.*

## Be compliant. Collector builds an audit trail for you.

You won't save every account from going into collections. But Collector is designed to get you your money. Its automated debt collection process can notify your front office staff when a call should be made, and let you know when legal action can be taken. It'll lead you through the entire process, producing and archiving every letter digitally, and building an audit trail that ensures your collection process complies with the law.



\*Lamontagne, Christina. "NerdWallet Health Finds Medical Bankruptcy Accounts for Majority of Personal Bankruptcies." NerdWallet, 26 March 2014. Web. 24 Dec. 2015.



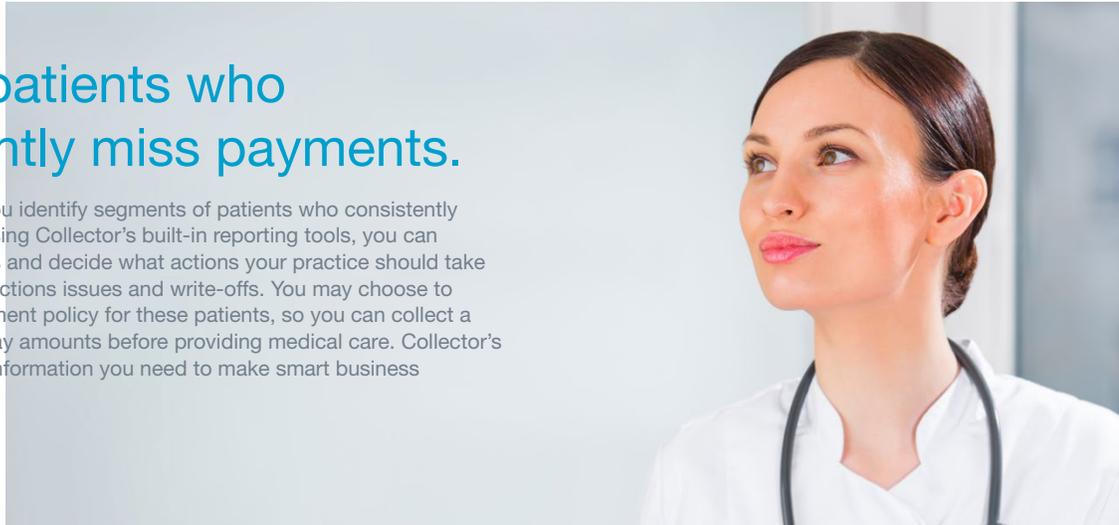
## A medical statement shouldn't be a surprise.

The self-pay process isn't always clear. It can be hard for some of your patients to understand how much their insurance policies will cover. And often your patients will only receive a statement after their insurance company has settled the claim with you—which can be weeks or months after a patient receives care.

Collector generates preventative pre-collections letters that can be automatically sent the day your patients' self-pays are due, explaining what charges their insurance company covered and why your patients are suddenly receiving a statement.

## Identify patients who consistently miss payments.

Reporting can help you identify segments of patients who consistently miss payments. By using Collector's built-in reporting tools, you can identify these patients and decide what actions your practice should take to prevent future collections issues and write-offs. You may choose to implement a pre-payment policy for these patients, so you can collect a portion of their self-pay amounts before providing medical care. Collector's reports give you the information you need to make smart business decisions.



*Because of the complexities of medical billing, the healthcare experience is like going to a restaurant, not knowing what the prices are, and getting the bill for it two weeks later.*



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Getting to know your patients will help you know what health care options they can afford. A recent Kaiser Family Foundation study\* found that only three in five households have enough liquid assets to meet a deductible of either \$1,200 per individual or \$2,400 per family.

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