

Case Study: Pediatric Groups



How Health iPASS helped pediatric groups optimize staff while collecting more patient revenue

While pediatricians are lower on the spectrum in terms of pay, pediatrics is arguably one of the most challenging and rewarding medical specialties. Additionally, pediatric groups have their own set of unique needs that require tailored solutions.

For example, pediatric groups tend to see a high volume of sick patients on a regular basis, meaning the patients will return frequently over time for a yearly well-child visit followed by several sick child visits each year. Due to the nature of these appointments, many are same-day. Parents, or other financially responsible parties, are more likely to have high-deductible healthcare plans and are also more likely to be tech-savvy and open to digital check-in, forms, and other automated features. Parents of pediatric patients are appreciative of any tech-based approach that can save time and hassle. Rather than sitting in a waiting room filling out paper-based forms with restless children, parents of pediatric patients prefer to fill out forms pre-arrival in an area of their choosing, be it home, in the car when waiting for activity pick-up, or anywhere on the go. This same logic applies to multiple payment touchpoints to deliver the most flexible payment experience.

Pediatrics needs at a glance:

- High importance placed on patient experience/satisfaction
- Waiting room management/ virtual waiting room option is a valuable feature

- Ability to send digital forms and screeners is a must
- Likely to use SMS or email for initiatives such as vaccination and well-child/ back to school visit campaigns
- In-office payments are less likely, so online or automatic payment options are crucial
- Spanish language capabilities are highly desired

Why choose Health iPASS

- In all pediatric groups included in this study, 60% of patients chose to pay online or use the text-to-pay option, which reduced paper statement expenses and increased patient revenue collect by an average of 15%.
- Patients who checked in using Health iPASS reported higher satisfaction rates
- 90% of parents opt to use pre-arrival mobile check-in where available
- Health iPASS can deliver the right forms and screeners to the parent/patient by age and need
- According to the 2019 Census, 18.4% of the US population is of Hispanic descent. Of those, 71.1% speak a language other than English at home. Health iPASS offers the ability to send Spanish-language forms and other communications to parents and patients. Communicating with patients their way boost engagement and improves overall health outcomes.
- Health iPASS also offers two-way texting with parents. Our platform can be also be tailored to send and receive messages from more than one caregiver.

Groups

Pediatric Associates of Austin (PAA) **PM System: PrimeSuite** **12 providers | 1 locations**

About PAA: Situated between Tarrytown and Rosedale neighborhoods, Pediatric Associates of Austin is conveniently located in the heart of Austin, Texas. Since its opening in 1974, the doctors and nurses at PAA have treated many of the city's children and have expanded their services to include an urgent care clinic and a concussion / sports injury clinic.

Challenges: PAA wanted to streamline front desk and back office workflows to reduce staff burdens while improving the patient experience. Their staff was spending too much time preparing and sending paper statements as well as data entry tasks from paper forms including medical history and screeners. They also found that their current statementing and payment system was not collecting patient dollars effectively, leading to too much aged A/R and bad debt.

Results:

\$11,000

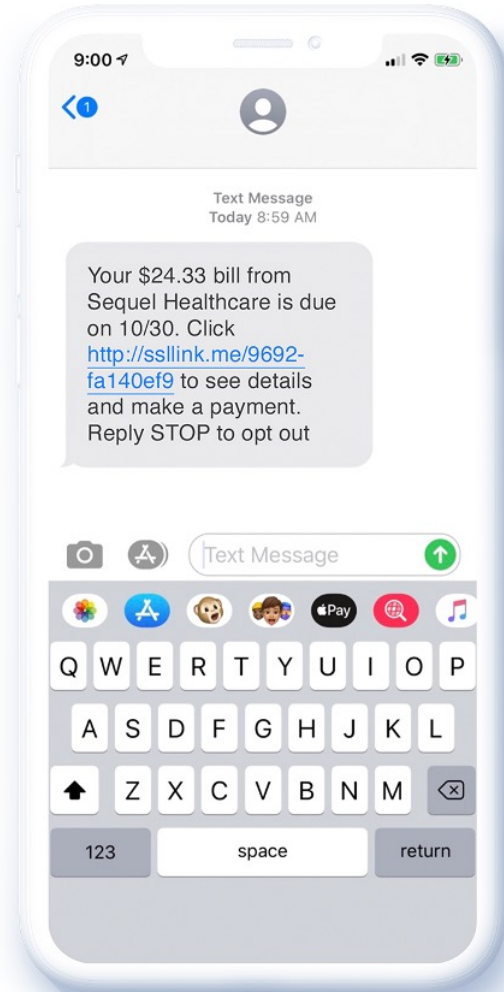
collected in the first month with HiP Advance eBilling

40%

reduction in paper statement volume in the first month with Health iPASS

Bad Debt?

Significant reduction of bad debt



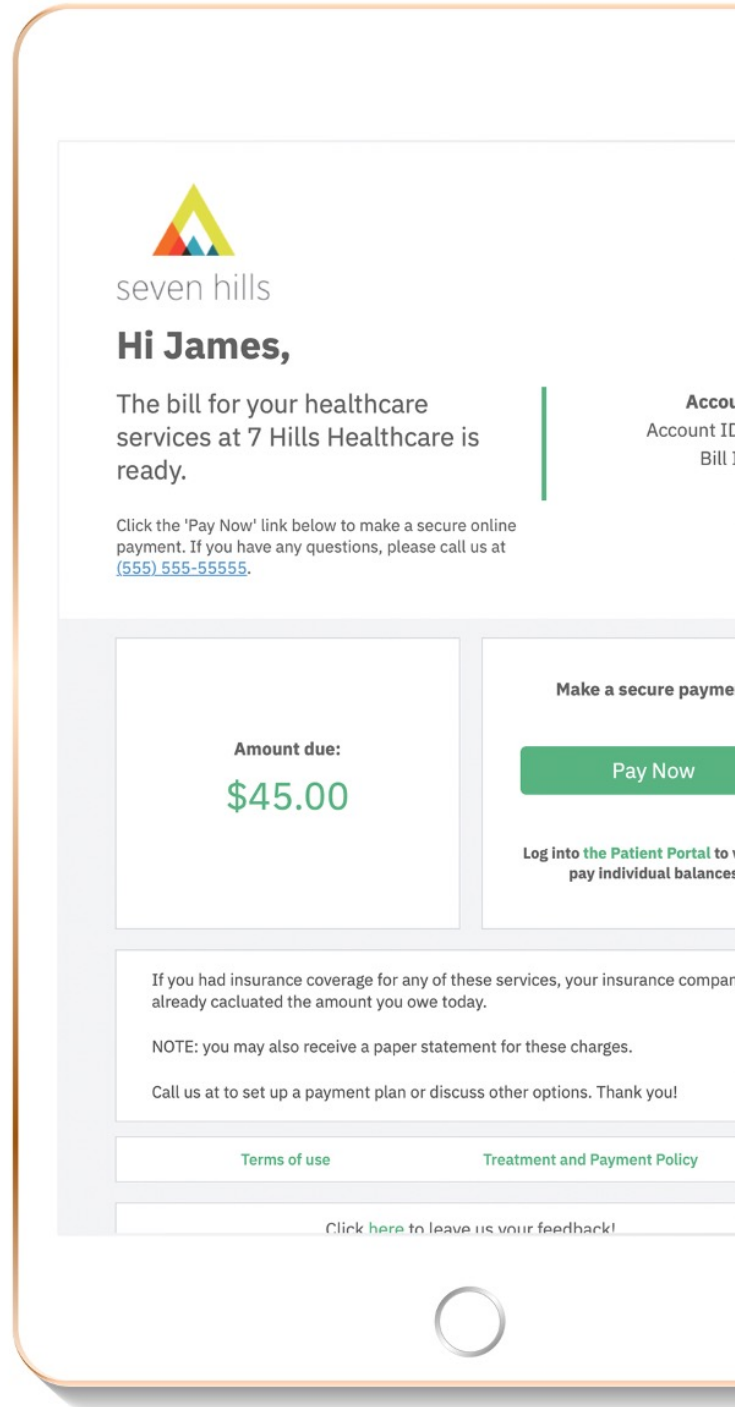
Greenwood Pediatrics **PM System: PrimeSuite** **23 providers | 3 locations**

About Greenwood Pediatrics: Greenwood Pediatrics (GP) is a group of pediatricians serving families in the Denver Metro area with locations in Centennial, Littleton, and Parker. They deliver comprehensive, compassionate care to infants, children, and young adults. Greenwood Pediatrics received a national Superior Practice recognition from the Medical Group Management Association (MGMA).

Challenges: GP was looking to update its paper-based intake and billing systems to reduce material and staffing costs, boost workflow efficiencies, and collect more patient-responsible dollars. Their top business need was the ability to send digital forms and screeners to patients that would post in PrimeSuite via discreet digital writebacks or as PDFs. Secondly, GP was interested in a tool that would help collect aged patient A/R.

Results:

- Significant reduction in FTEs associated with paper statementing, data entry, and billing workflows
- Increase in patient revenue collection
- Quicker check-ins & more satisfied patients



Groups

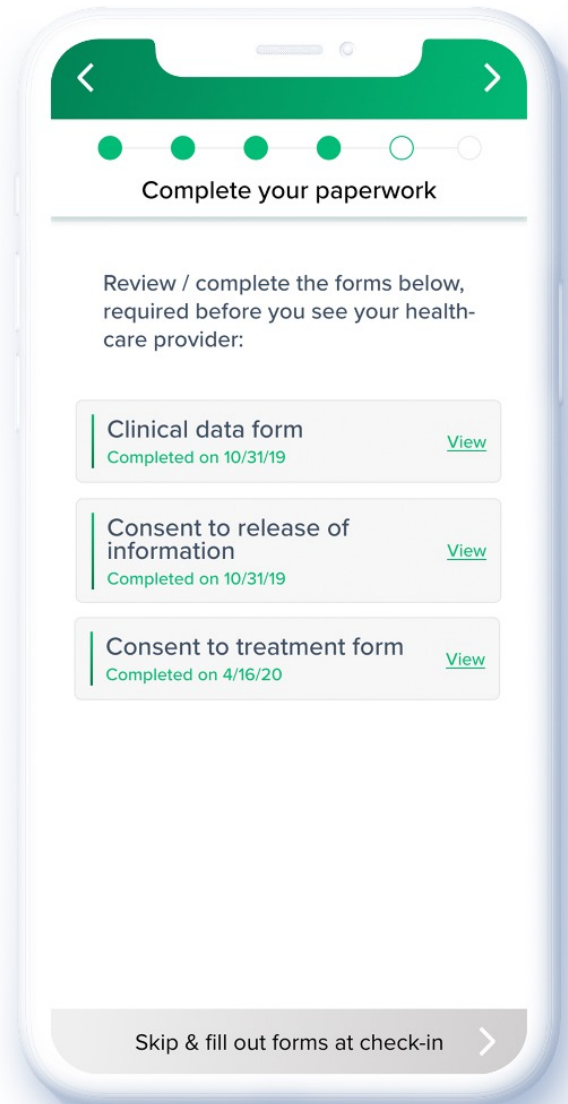
Healing Hearts Pediatrics (HHP) PM System: NextGen 9 providers | 3 locations

About Healing Hearts Pediatrics: With locations in Chandler, Gilbert, and Queen Creek AZ. Healing Hearts Pediatrics serves the general Phoenix Metropolitan area, specifically, the area known as “the valley,” due to its proximity to the Salt River Valley.

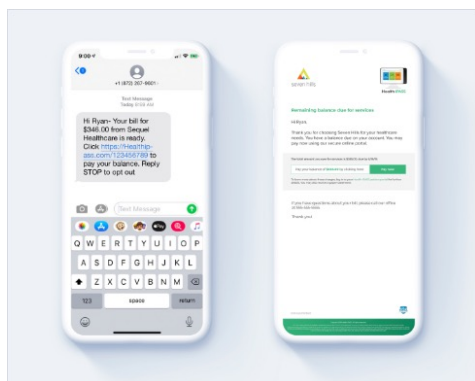
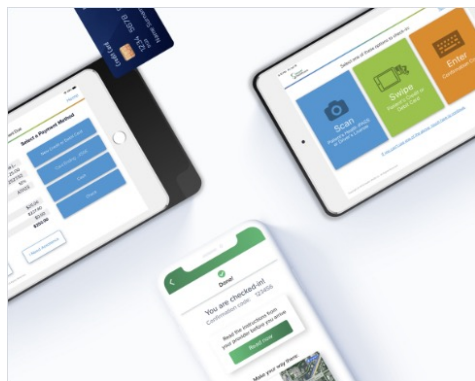
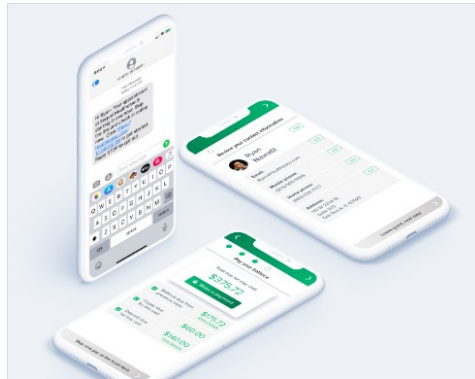
Challenge: Prior to their relationship with Health iPASS, HHP was using Phreesia for digital patient intake, check-in, and payment. They were highly dissatisfied with the functionality and customer service provided by Phreesia and were searching for a better solution.

Results:

- Reduced FTEs with true discreet data writebacks for forms and demographic information due to high integration level with NextGen.
- Faster patient check-in times & more satisfied patients
- Attentive and dedicated customer service through Health iPASS Client Success



About Health iPASS



We get your practice paid while promoting healthcare price transparency and improving the patient experience from pre-arrival to final payment.

Health iPASS gets your practice paid. High deductible healthcare plans are making it tougher to collect from patients, resulting in a significant reduction of provider operating income. Health iPASS transforms patient bad debt into guaranteed revenue, decreasing patient A/R in way that your patients love. Our innovative product suite is designed to engage at every step of the patient journey, from pre-arrival to final payment. Throughout the process, we provide patients with peace-of-mind through price transparency so they know what they owe. Health iPASS is committed to delivering better check-ins for patients and better revenue for medical practices.

Health iPASS provides you with a state-of-the-art solution that includes:

- Smart Appointment Reminders
- Insurance Verification
- Check-In & Checkout Kiosks
- Patient Cost Estimator
- Electronic Statements
- Digital Billing including Payment Plans
- Online Bill Pay Portal
- Self-Scheduler (Book My Doc)
- Text/Email to pay
- Two-way texting (SMS)
- Patient Pre-screener

Want to know more? Schedule a demo!

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