# REDDE

## PATIENT INTERACTION ENGINE

**REDDE CASE STUDY**

# Transformation in Revenue Cycle

WIXCORP

# Contents

# Forward – Our story

## An Auspicious Beginning

Between the rising costs of healthcare, expanding industry complexity, and insurers covering less while requiring higher premiums and out-of-pocket expenses, the patient is becoming a disenfranchised participant in their own care. These trends have been expanding, and are expected to continue for the foreseeable future.

That's why, in the fall of 2015, three brothers with a unifying vision of trying to fix healthcare founded a patient experience company, Wixcorp. Wixcorp is dedicated to making healthcare accessible and engaging for patients by helping connect people with healthcare providers in a meaningful way.

This vision is what drove the creation of Redde (that's Latin for payment). Redde is a patient interaction engine that operates at the intersection of patient engagement and healthcare revenue cycle. This cloud-based solution provides an easy to understand and use platform for patients to engage with their healthcare providers.

With a driving mission in place, and a software solution developed, Redde was ready to deploy and start impacting the patient experience. This case study details the impact Redde had on its inaugural run.

## The Alpha Site

Redde launched in January 2018 at a midsized medical group based just outside of Salt Lake City, UT offering these services:

- Primary Care
- Urgent Care
- Dermatology
- Orthopedics
- Physical Therapy
- OB/GYN
- Pediatrics

The next three sections of this case study will review the challenges this medical group was facing prior to engaging Wixcorp, the process of launching Redde, and the impact Redde had for the group.

**55** Providers

**29%** Patient Payor Mix

**10** Sites

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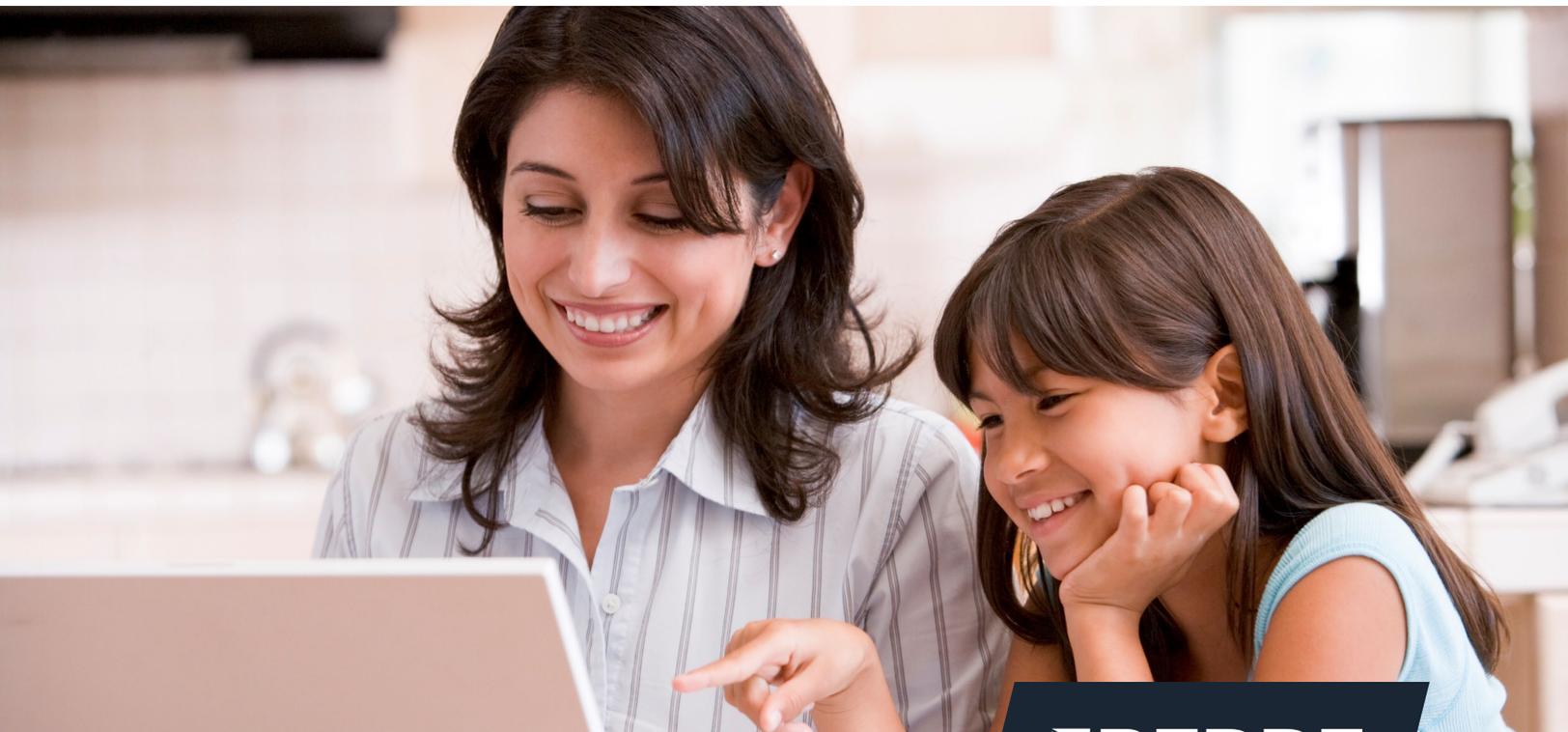
# The Challenge

## A Shift in the Industry

The patients role in healthcare has changed a lot over the past few years as they are having to be more engaged with the logistical and financial aspects of care. Unfortunately, healthcare hasn't adapted as quickly to help engage patients in this transition.

**93% of consumers** failed to accurately define terms such as plan premium, deductible, co-insurance and out-of-pocket maximum. [1]

Only 4% of patient complaints are related to Quality of Care, **96% are from Customer Service**. [2]

*Although patient care has improved dramatically, patient experience has not...*

*...and unless you have a robust mobile engagement strategy, patient experience is going to get worse.*

**89% of people** are likely to recommend a brand after a positive brand experience on Mobile. [3]

People who have a negative brand experience on mobile are **62% less likely to purchase** from that brand in the future. [4]

CASE STUDY – Redde's Inaugural Run

1) JAMA
2) Advisory Board
3) Google
4) Google

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# The Five Needs

The medical group Wixcorp partnered with understood these challenges well. Unfortunately, they were large enough to need a robust digital environment for their patients to engage with, but small enough to not have the resources to build their own solutions. So they contracted with Wixcorp to have Redde help meet their needs.

The leadership team at the medical group highlighted five critical areas of concern they wanted Redde to address.

## Overworked Business Office

The medical group staffed roughly 18 people to manage all of the coding, billing, and patient payment processes. Besides managing all of the insurance billing and claims maintenance, the team also fielded between 120-150 patient calls per day. Due to the workload, the team had nearly 15% of their calls go unanswered.

## Complex Payment Plan Maintenance

If a patient wanted a payment plan, the person answering the call would write down the plan specifics, including the payment method, and pass the paper on to the biller assigned to plan maintenance. That person would then create the plan in a third-party payment terminal, and review scheduled payments daily.

The executive team wanted to automate this process, and reduce the risk created from writing down and saving paper copies of credit card and bank account information.

## Duplicative Work. Duplicative Work.

Besides manually writing down payment plans and then manually creating them in a terminal to run, the team also had to manually post the payments into their EHR after processing. They also had to manually post payments made over the phone along with payments from their online payment portal and their online patient portal.

## Piles of Checks...in a Bad Way

Because their online environment was so cumbersome to use, patients predominantly paid via a check in the mail. This meant that the billing team was spending hours a day posting check payments into their EHR, and then depositing the check, often resulting in 2-3 weeks of delay from when the patient wrote the check, to when the medical group was paid.

## Unhappy Patients

The most common complaint the medical group received was around their online environment, or lack thereof. It was difficult to access, cumbersome to use, not in-sync with their EHR, and required an unreasonable amount of manual processes to support.

" What we really need is something online that lets our patients pay their bills. "

~ **Chief Administrator**

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# The Solution

## Building Experiences

All too often, software is expected to act as a silver bullet to address all of an institution's needs. However, there is no one-size fits-all solution, especially when it comes to healthcare. That's why Redde was built to be highly adaptive so that it can meet your unique software tools and business processes. Only then can you create engaging experiences for your patients.

**Engaging Experience**
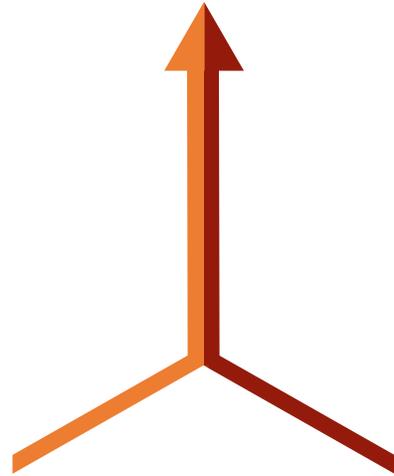
**Business Process**    **Software Tools**

We didn't set out to build a function list of features for patients to use. Just because something is functional, doesn't make it usable. Early model flip phones had the functional ability to send a text message, but it required typing out a message using only the letters associated with number keys on the phone – not a desirable experience.

Just as smart phones made texting a usable experience over their predecessors, Redde makes managing medical bills a usable and enjoyable experience. We did that by not setting out to build a function, but to build an experience.

Functional ⟶ Engaging

# ✨ Building an Experience

Instead of starting with a functionality list like most software firms, we started with the patient's needs. It became clear that to meet the patient's needs, Redde would have to be:

| | | |
|---|---|---|
| **Simple to Access** | **Intuitive to Use** | **Engaging to Interact With** |

Once we had the patient's needs mapped out, we could then start to fill in what should happen within each area to provide the desired experience.

| Simple to Access | Intuitive to Use | Engaging to Interact With |
|---|---|---|
| • Post-visit text and email invite | • Mobile-first design | • Text to pay |
| • No-login payment options | • User friendly navigation | • Two-way text messaging |
| • Easy self-service account setup | • Wallet payment methods | • Automated payment plans |
| • Intuitive family account setup | • Friendly phrasing | • Auto-pay for frequent users |
| • Family linking via responsive texting | • Responsive design custom fits all screen shapes and size | • Automated notifications & reminders |
| • Cloud based for use across all devices | • Consolidated hospital / clinic billing | • Real-time reporting and data analytics |

# 🚪 Onboarding

After nearly two years of building, testing, and refining, Redde was ready to go. So after identifying our inaugural launch partner, we could start to focus on the onboarding process.

The first step was to identify what business processes, people/vendors, and software tools the medical group used. We then layered patient sentiment across the entire patient journey. By going through this systemic process, Wixcorp was able to adapt Redde accordingly to meet the medical group's exact needs.



**Redde Onboarding Process**

Billing Roadmap · EMR Coordination · Contracting · Patient Journey Roadmapping · IT & Business Process Integration · Training · Go Live! · Experience Management
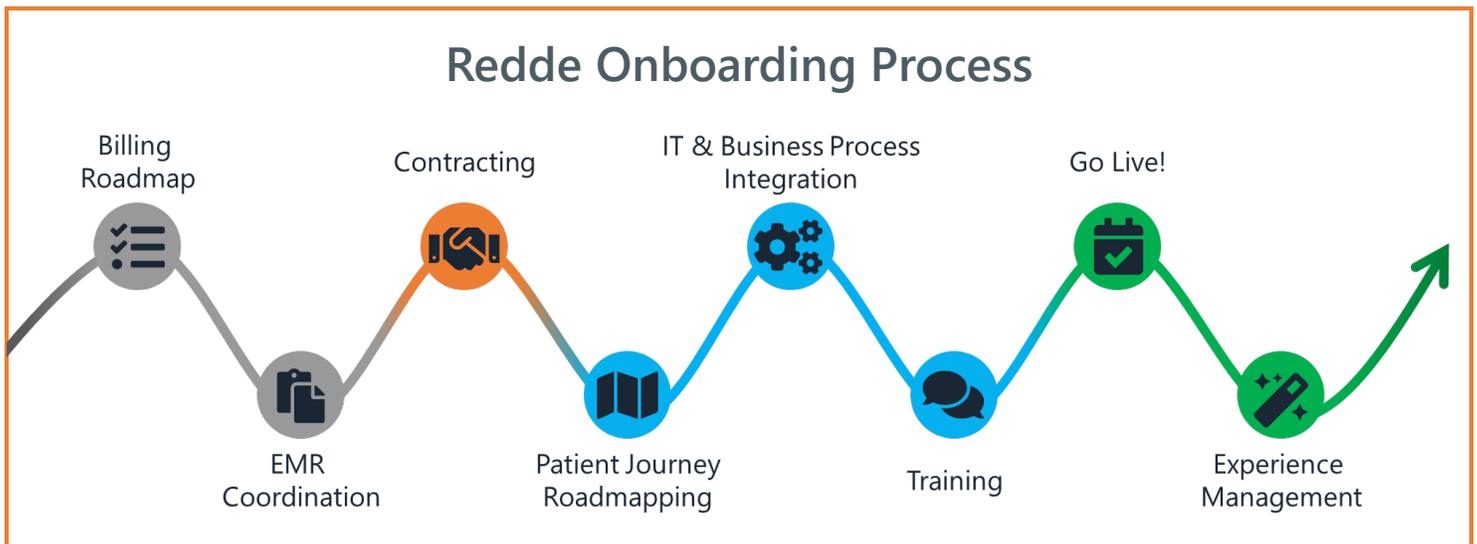
Once the broad system plan was finalized and Redde set up accordingly, Wixcorp built a custom interface with the medical group's EHR to get all the necessary patient and claims data out. We also built an inbound interface to send charges and payments back to the EHR.

With the interface complete, Redde was deployed in a test environment to allow the medical group to review and validate the interface, system functionality, and their designed digital experience. With only a few minor adjustments, Redde went live January, 2018.

# The New Digital Ecosystem

For Redde to be able to meet the medical group's needs and provide their patients the desired experiences, Redde needed to have a full suite of software services and core functionality that worked quickly, easily, and consistently. Some of that core functionality included:
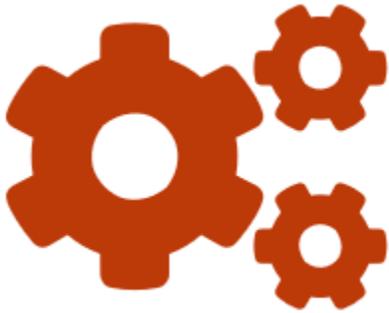
### ACCOUNT MAINTENANCE

- User-centric Design
- Self-service Account Setup
- Family Account Linking
- Manage Paper/Digital Statements
- Wallet Payment Methods
- Manage Text/Email Notifications
- Historic Claims Management
- Past Due and Collections Management

### PAYMENTS

- No-login Payments
- One-time Payments
- Scheduled Payment
- Custom Payment Plans
- Grouped Payment Plans
- Auto-Pay
- Text-to-pay

### REPORTING / ANALYTICS

- All Reports/Dashboards are Real-time and Dynamic
- AR Claims Analytics
- Claims Tracking and Reporting
- Payment Dashboard and Reporting
- Communications Hub
- Payments and Refunds Management

# The Impact

As the old adage says, the "proof is in the pudding". Just because a system has lots of bells and whistles, doesn't mean that it will have the impact you are looking for. After the first year of use, the medical group found Redde to have significantly impacted their organization and their patients experience.

## Communication and Utilization

| 25K | 37K | 67% |
|-----|-----|-----|
| USERS | TRANSACTIONS | SELF-SERVICE |

### 1 in 4
transactions happen outside business hours

### 36%
Patient Adoption Rate

### ✉ 80,000 Emails

61% Opened
3x Industry Standard

14% Clicked
7x Industry Standard

### 💬 83,000 Texts

86% Opt-in
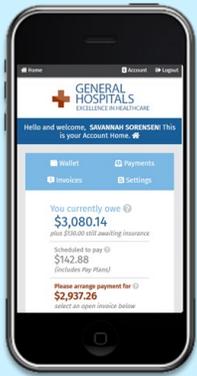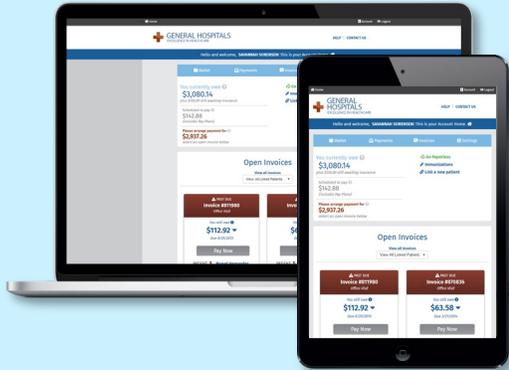20x Industry Standard

.07% Unsubscribe
56x Industry Standard

## 👥 Engaging Your Patient

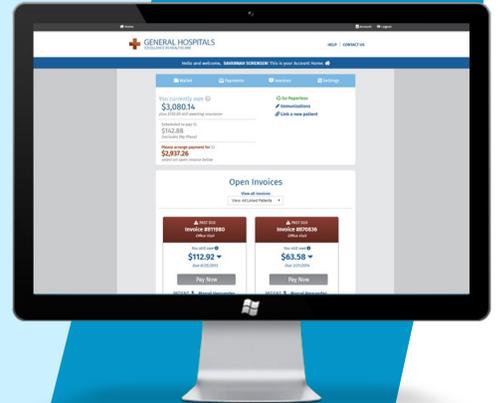### Anywhere. Anytime. Any Device.



# 74% Mobile

52% Phone     22% Tablet/Laptop     26% Desktop

## ⚙ Improving Billing Efficiency

By providing an all-in-one solution that provided payment plan automation and increased self-serviced patient payments, Redde was able to decrease calls to the billing office, decrease the cost-to-collect, free up additional FTE's, and improve the overall billing office efficiency.

⬇ 20% **Billing Work Time**

⬇ 23% **Calls to Billing**

7% **Savings** 3rd Party Fees

92.6% **Calls Answered** (Up from 86.4%)

## Reduce AR and Increase Claims Insights

**↓ 35% AR Claims**

**7%**
**AR Recovery**
(using Redde Reporting)

**↓ 45%**
**Claims Awaiting Ins.**
90> Days

**↓ 25%**
**Claims Past Due**
90> Days

The medical group's billing team was able to dramatically improve their total Accounts Receivable (AR) using Redde's dynamic reporting interface and real-time analytics. That was possible thanks to Redde's ability to engage the patient early and provide an easy and intuitive path to payment.

With more patients paying earlier, patient AR started to decrease immediately and fewer accounts were going past due. Because most of this was happening with the patient self-servicing their account, it freed up the billing team to focus on their insurance AR and work on cleanup projects they hadn't had capacity to tackle previously. And by using Redde's reporting and analytic tools to help identify claims needing attention, the billing team was able to dramatically reduce the number of claims missing their timely-filing deadlines.

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# Increased Revenue



Thanks to the reduced cost-to-collect, increased patient revenue, reduced AR, and improved billing optimization; the medical group realized a 3.8% increase in their total annual revenue.

When you compare that increase in revenue to the costs of Redde, the medical group enjoyed an 1,800% return. That means for every dollar paid for Redde, the medical group received $18 they would not have had without Redde.