

### REVENUE CYCLE MANAGEMENT

# PatientText

Engage patients with timely text messages to increase engagement and collections

Challenged to reach patients via a phone call or email? Reach them with a text message. Studies around text messaging prove that it works as a phenomenal engagement channel with 98% open rates and average response times of 90 seconds. With roughly 80% of Americans having their smartphone with them 22 hours a day,<sup>1</sup> contacting patients through their preferred channel can drive a high level of engagement.

**PatientText** arms healthcare providers with a text messaging service to assist with patient outreach efforts around collections, payments and general patient engagement activities and processes. Services include outbound text messages with a link to a provider's patient portal and contact center phone number. The automated, touchless solution requires minimal user input from the staff member, and all aspects can be customized, including frequency and messaging. Simply put, it's aimed at generating greater response rates to contact campaigns.

Because PatientText is automated and sends texts behind the scenes, staff can spend their time on other job functions or allocate high-touch collections outreach on select accounts.

## How we do it

- **Touchless text messaging.** You provide a data feed via A/R file, and PatientText handles the rest.
- **Defined patient populations.** When used with Collections Optimization Manager, you can use segmentation data to make even more informed decisions.
- **No send limits.** PatientText is scalable to hundreds of thousands of messages. You only pay for what is used.
- **Reporting and insights.** Our reporting gives you insights into campaign metrics, including SMS efforts, to help manage and optimize performance.
- **Text-to-Pay.** Our Text-to-Pay feature gives your patients a secure portal to pay their balances right from their smartphones. We send your patients personalized text messages with secure links to the payment portal. Without usernames and passwords to remember, your patients have an easy way to pay their balance whether they're on the go or sitting at home.

## Benefits to you



1. Maximize in-house cash collections and recovery rates.
2. Decrease collections costs.
3. Improve patient engagement and satisfaction.
4. Connect with your patients in a convenient and often preferred manner.
5. Ensure compliance standards are met through managed opt-out requests.

<sup>1</sup> Putting Your Message in the Right Hands: The Value of SMS Marketing, Salesforce®

## Works well with

Combining PatientText with Collections Optimization Manager increases ROI by leveraging screening results and segmentation to drive contact strategy. It also works well with PaymentSafe®, Patient Statements, PatientDial and PatientSimple™, our data-driven, self-service patient portal that helps determine the optimal financial pathway for each patient.

Email us at [experianhealth@experian.com](mailto:experianhealth@experian.com) to schedule a demo.

After the patient receives care and their outstanding balance is calculated, the provider initiates the collection process.

