

A consumer revolution in healthcare has arrived.

The story has played out in retail shopping, music purchasing, movie rental, and countless other industries in recent years: consumer expectations for a superior experience creates a massive opportunity for innovative players.



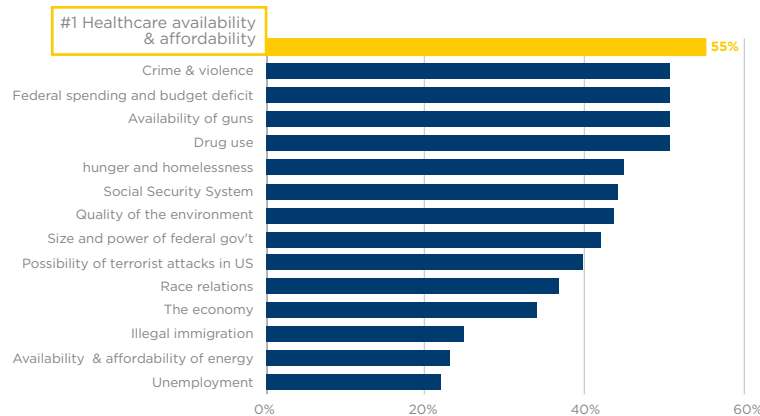
Now healthcare is experiencing its own “Netflix moment”. Patient out-of-pocket responsibility has increased dramatically as overall healthcare costs have [grown three times faster than other consumer goods](#) and the rise of high deductible plans has shifted more costs to consumers.

Given the landscape, it’s no wonder that in a recent poll “access and affordability to healthcare” was the #1 issue Americans said they worried about—more than crime, the economy, or the federal deficit.

Healthcare affordability is a critical challenge for patients

Healthcare is now a top concern

% that worry “a great deal” about each topic¹



Sources:
 1 Gallup poll of 1,041 adults nationwide conducted Mar 1-8, 2018
 2 USA Today “Nearly 7 in 10 Americans have less than \$1,000 in savings” (9 Oct 2016)
 3 The Commonwealth Fund: Issue Brief (Jan 2015) and McKinsey Retail Healthcare Consumer Survey 2009

Patients face an affordability gap

1 in 2 Patients face \$1,000+ in responsibility²

2 in 3 Households have <\$1,000 in available cash flow³

Creating a consumer-centric patient financial experience is a critical way forward-thinking providers are responding to this moment of change. The evidence is clear on the impact – patients are twice as likely to pay their bill in full when they are “very satisfied” with the billing experience.

2X Likely to *PAY IN FULL* when “very satisfied” with billing¹

5X Likely to *RECOMMEND PROVIDER* when “very satisfied” with billing¹

It's this understanding that motivated St. Luke's University Health Network to invest in patient financial care.

"We really have to be competitive, with the eBay-Amazon mentality of the world," Gina Filipovits, Senior Director of Patient Access for St. Luke's said in a [recent interview](#). "Automation is really what the next group of consumers really wants."

At one time, patient financial care—building a consumer-friendly financial system—was a 'nice to have,' but not a necessity for healthcare systems. With the recent CMS price transparency rule and the advent of the new role of patients as payers, it has become a critical need for every system.

St. Luke's is one of the larger systems in Lehigh Valley, PA with reach to New Jersey. Comprising 10 hospitals with the 11th opening in a year or so, St. Luke's employs 13,000+ employees, 1,300 physicians and have roughly 86,000 admissions and almost 300,000 ED visits. Striving to make every single visit and experience an excellent one for their patients, St. Luke's has been named a [100 Top Hospitals in the Nation by IBM Watson Health™](#) for four years in a row.

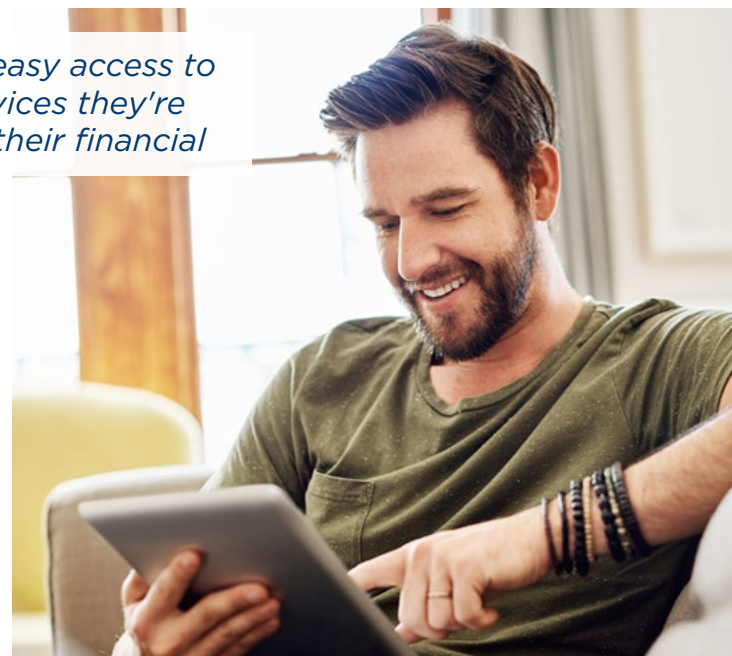
This unwavering commitment to excellence and a mission to achieve the top performance regardless of what it is—whether it's quality, safety, or financial—is a vision St. Luke's leadership wanted to continue to build on. To do so, they started with one guiding principle—make access easy for patients and the community.

"We want our patients and our community to have easy access to our services. Easy access to understanding the services they're being provided. And bottom line is understanding their financial impact as well."

– Rich Madision, Network VP, Revenue Cycle

Prior to working with Simplee, St. Luke's was an organization that used multiple systems for patient billing with separate websites and billing statements that patients needed to navigate. By listening to their customers—the patients—St. Luke's heard loud and clear that a less-confusing experience was needed.

13,000+ EMPLOYEES	1,300+ PHYSICIANS
270,000 ANNUAL ED VISITS	86,000 ANNUAL ADMISSIONS
THE OLDEST NURSING SCHOOL IN THE NATION AND A SCHOOL OF MEDICINE	



A Complementary Solution

St. Luke's has Epic as their core EHR system and they maximize the use of that system, but patients were telling them the billing experience wasn't easy to use. With a focus on consumerism and an organization built around patient convenience, they needed a patient financial experience that was consolidated, intuitive, and engaging for patients. St. Luke's chose to partner with Simplee to provide this experience.

"We needed an application that could assimilate all that Epic could output but in a format that would be friendly to our patients, our customers. That's why we chose to implement Simplee's platform."

**- Rich Madison,
Network VP, Revenue Cycle**

Simplee fully integrated with St. Luke's core EHR system to build a complete patient financial experience that would leverage technology to drive self-service adoption. Through Simplee, St. Luke's has a clear way for patients to engage in their financial experience with email engagement to reduce paper statements, a streamlined digital experience without additional login, and paper statements designed for transparency and comprehension.

A Clear Difference Driving Patient Satisfaction

BEFORE

Invoice-like statement



Multiple steps to get to billing, several pieces of data required to login



AFTER

Clear statement, paths to self-service

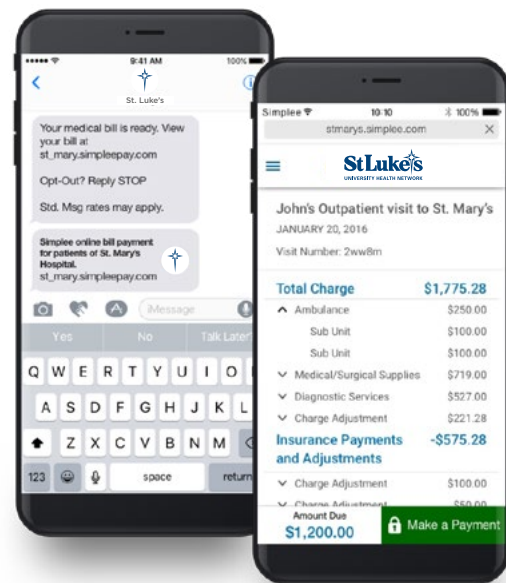


Pay my bill call to action—no additional account required



"Our competition really in terms of patient experience are the Amazons, the Costco's, those onsite retailers that make it extremely easy for patients or for customers and consumers to buy things that they're looking for. That's where we were trying to match ourselves against, not necessarily the competition in the area."

- Rich Madison, Network VP, Revenue Cycle



Power to the Patients

With the right balance of access and tools, St. Luke's patients love the new experience. The results have been incredible. By developing a patient-forward financial care plan, St. Luke's is successfully collecting and building patient loyalty for long-term organizational growth.

One technique is getting bills paid within 7 days and cutting down on paper costs. St. Luke's uses Simplee to send outstanding balance due emails before the paper statement is sent. This simple call to action has resulted in 42% of payments coming within 7 days of the email being sent, thereby reducing the number of paper statements being sent out. Early digital engagement is getting payments paid faster.

Faster patient payments is just one part of the impressive patient satisfaction and financial results. Leveraging the mobile world that patients live in, the Simplee platform facilitates payments with a user interface so easy, patients can pay as they are standing in line at the grocery store or their lunch break.

"Prior to Simplee, we engaged an outsourcing vendor on day one for our self-pay balances. With Simplee, we were able to eliminate the need for that vendor."

-Rich Madison, Network VP, Revenue Cycle

The software experience has proven successful for St. Luke's with 30% of online payments made via mobile. When compared with the standard 24% of e-commerce sites, St. Luke's is seeing a higher percentage of online payments coming via mobile devices than popular online retail sites.

St. Luke's primary desire was to increase self-service adoption through technology. With Simplee, there has been a 71% increase in self-service payments generating a \$0.9M annual operational cost savings.

By creating an easy, automated path to pay via phone call, St. Luke's was able to shift 50% of phone based payment volume to IVR, translating into 120 fewer staff-managed calls per day. This has generated a shift in focus for staff from responding to inbound calls to making outbound calls for those consumers who need a little bit more motivation to pay their bills.

Patients love the new tools and options to manage their healthcare finances. With the Simplee platform, St. Luke's was able to capture patient feedback to accurately track the success of its' financial care program. Since implementing Simplee, St. Luke's has achieved a Net Promoter Score of 44, over double the healthcare average and on par with major consumer luxury brands.

Results Making a Difference

↑ 76% increase in self-service payments

driving a \$0.9M annual operational cost savings

50% of customer service payments converted to IVR, saving 120 calls/day

30% online payments via mobile

(compared to 24% of ecommerce via mobile)

44 NPS on par with global consumer brands



What's Next

Building on patient loyalty is St. Luke's primary vision. With a foundational patient financial care program built, St. Luke's is working with Simplee on new ways to expand and address consumer challenges through price transparency.

To stay ahead of the consumerism curve, patients need new opportunities and options to interact with healthcare providers. One way is through St. Luke's Price Checker. Due to a fear of financial impact, some patients cancel appointments last minute or avoid healthcare.

With Price Checker, patients can select certain healthcare services and lock in a guaranteed price. For instance, if a patient needs a CAT scan, Price Checker will incorporate the hospital cost and the radiologist cost. The patient can understand the total cost of the service upfront and see payment options to address affordability.



With Simplee, St. Luke's is enhancing Price Checker to incorporate the price lock guarantee with a side-by-side comparison of the patient's insurance coverage to help them determine their total out-of-pocket financial exposure.

St. Luke's PRICECHECKER

Evaluate. Decide. Schedule.

Procedure: MRI - Abdomen without Contrast (CPT Code: 74181)

PriceLock Price	Post-Insurance Estimate
\$500.00	\$1,000.00
<ul style="list-style-type: none">✓ No Hidden Fees All in one price✓ Pre-pay Discount Lowest price✓ Convenient Schedule now	<p>Includes hospital fees only.</p> <ul style="list-style-type: none">• \$500.00 Deductible• \$50.00 Co-Pay• \$450.00 Co-Insurance

[Call to Schedule an Appointment](#)

Why patients choose St. Luke's

- 120+** Healthcare Quality Awards
- A Rating** Leapfrog Hospital Safety Score
- Top 100** Becker's list of Top Hospitals

Building Loyalty by Solving for Affordability

Healthcare affordability is a common concern for patients with 9 in 10 patients saying healthcare is an expense that requires financing of more than 12 months. While short term payment plans provide relief for smaller balances, they don't address the high balances that make up 50%+ of bills.

"We know that a certain segment of our patient population have to use payment plans because it's an unexpected expense to them. We've partnered with Simplee to come up with an approach that will provide our patients with options in terms of payment plans that are "customized" for them and reasonable for their budgets."

- Rich Madison,
Network VP, Revenue Cycle

Working with Simplee's revolutionary new predictive analytics algorithm, St. Luke's is looking to provide payment options to match a patient's individual needs, thereby increasing their capacity to pay. The formula uses relevant, predictive patient data plus a healthcare tuned scoring algorithm (like a FICO for healthcare) to create a patient's capacity to pay their healthcare bill. This information is then used to present the patient with custom options to facilitate payment.

By responding to the age of consumerism through price transparency, St. Luke's is building patient loyalty and a highly successful revenue cycle. Technology has enabled access to information, pre-service price transparency, easy payment options, financial results, and (most importantly) satisfaction from their patients.

Is your organization ready for price transparency?

[Take our quiz to find out.](#)



Measure how transparent your organization is by answering 4 short questions.

PLUS, get the steps you can take today to get ahead of the price transparency curve.

[Take our quiz](#)

Executive Summary

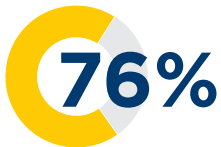
St. Luke's University Health Network (SLUHN) leverages Simplee's online engagement platform to augment their core EHR system's gaps which drives self-service payments, increase in patient satisfaction and lowers cost to collect.

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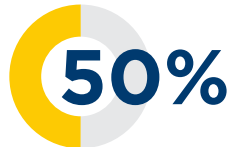
- Rich Madison,
Network VP, Revenue Cycle



Financial Impact:



increase in self-service payments driving a \$0.9M annual operational cost savings



of customer service payments converted to IVR, saving 120 calls/day



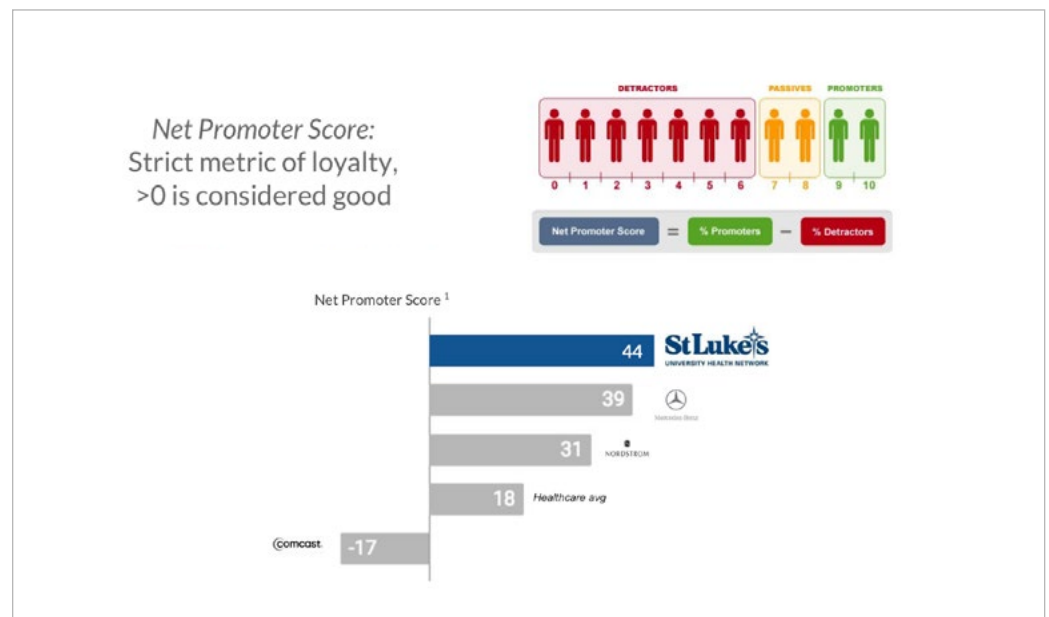
online payments via mobile (compared to 24% of ecommerce via mobile)



Patient Impact:



on par with global consumer brands



To discover how you can solve for affordability by improving your patients' experience, increasing collectibility, and building brand loyalty for your hospital, visit www.simplee.com or email sales@simplee.com.



Happy patients make for a happy healthcare system. As a best-in-class software platform that places Patient Financial Care (PFC) at its heart, Simplee is engaging patients and modernizing billing.

2X Patient Satisfaction

15% Higher Net Collection

50% Lower Cost to Collect

Simplee matches patients' needs, starting at pre-service. As a strategic partner, we work with healthcare providers to extend care excellence through the revenue cycle.

To transform your patients' financial experience, contact Simplee today at www.simplee.com.

