Apex Connect™
Personalized Patient Financial Communications

Right Message. Right Place. Right Time.

Just as everyone has a very personal healthcare experience, patients also have unique financial needs and preferences that affect how, when and if they pay their bill. Healthcare providers can no longer apply static billing and/or payment technology to a diverse patient population and expect optimal results. Apex Connect™ is an intelligent, dynamic communications engine that leverages patient data to automatically match financial conversations to each patient's unique profile, substantially increasing payments collected, reducing costs and improving the patient experience. The intelligence behind this tool is based on Apex's 20 years of experience in analyzing patient payment trends.

Patients today have many choices when they are selecting healthcare providers. Providing them with a sense that you "understand them" through personalizing their billing and payment experience will drastically increase the likelihood that they choose your facility again in the future. Apex Connect helps you do just this – communicate with patients in a way that demonstrates they mean more than just their balance.

Features

Patient Segmentation
Apex Connect uses patient payment history, billing and cycle data, demographics, and propensity to establish patients into segments that have similar characteristics and/or behavior patterns.

Outline Desired Outcomes
After patients are segmented, goals are established. Specifically, desired actions from each patient segment are outlined.

Messaging Library
Messaging libraries are then established and dynamically assigned to campaigns that target distinct patient segments to achieve the specific results.

Connect at the Point of Interaction
The messages are presented at every patient touch point throughout the revenue cycle including: at the point of registration, at the front desk when they arrive for their appointment, on printed billing communications, online, in email and text communications, over the phone, etc.

Analyze and Optimize
Results, such as online payment performance, electronic delivery adoption, behavioral trends, are measured and reported by patient segment. This insight into performance against goals helps the business office make intelligent decisions about alternative messaging campaigns and communication strategies to optimize results.

Levels of Apex Connect

Whether you're looking for a truly personalized financial experience across all patient touch points or simply want to improve patient financial performance – Apex offers four levels of the Connect platform to meet your individual goals and budgetary needs. As customers start to see results at lower levels, we encourage them to move up a level to further improve those results!

Level 1: Static Actionable Messaging for all Patients
Targets electronic statement and payment performance to increase speed of payments, increase cash yield and reduce costs. Improves patient satisfaction with a simple integrated billing & payment process.

Level 2: Dynamic Messaging by Billing Cycle
Targets payment rate improvements for each billing cycle. Improves patient satisfaction with tailored payment solutions based on balance.

Level 3: Messaging Campaigns Based on Business Rules
Promotes effective payment options by patient segment, including balance due, payment plan enrollment, online enrollment, and other billing parameters. Targets bad debt reduction. Increases patient satisfaction with more personalized payment options & reduces billing confusion.

Level 4: Messaging Campaigns Based on Patient Profile
Promotes effective payment options by patient segments based on behaviors and tendencies. Targets bad debt reduction and charity care improvements. Increases patient satisfaction with a financial experience that is truly personalized.

WHY APEX?

Unlike other solutions that merely promise ease, Apex Connect goes beyond to deliver a patient experience that's personalized. The results are better for providers and patients:

- Communicating with patients in a way that shows them you understand their needs, preferences and propensity, increases their likelihood to pay.
- Providers can reduce costs by being smarter about the payment options offered to patients based on their tendencies.
- Demonstrating empathy during patient financial engagement safeguards patient loyalty.