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University Physicians' Association Increased Patient Payments 43% with Mobile-First Billing

THE CHALLENGE
University Physicians' Association was looking to streamline their payments and patient billing processes to address their complex charge posting and reduce the number of patient phone calls.

THE SOLUTION:
University Physicians' Associated adopted Relatient's Dash solution for patient payments and mobile first- billing.

RESULTS:
- Nearly **60%** of patient payments are made digitally
- UPA reduced A/R days by over **10%**

Inundated with patient phone calls and a complex process for posting charges across multiple patient accounts, University Physicians' Association (UPA) Vice President, Christy Bailey, knew it was time to streamline their Revenue Cycle Management (RCM) operations and extend a patient friendly financial experience to patients and caregivers. A trusted advisor to medical practices across East Tennessee, UPA manages medical billing services for over 500 physicians in Knoxville, TN. When it came to choosing a partner to help them revamp their patient billing process, Bailey knew they would need someone sophisticated enough to handle their complex customer base.

"We serve a variety of physician specialties and those providers trust us to manage their revenue cycles with accuracy and precision," Bailey told us. "Effective RCM is growing more complicated as patients absorb more and more of the financial burden of their care, those balances are harder to collect and can feed a longer revenue cycle and even bad debt. We needed a partner with the flexibility to handle 100+ physician groups and the integration to make it seamless for our billing staff."

Flexibility was key to meeting patient needs.

To UPA, a patient-centered billing experience meant accommodating varying demographics. They needed the ability to extend self-service tools like mobile payments to the majority of patients who want this kind of access without neglecting patients who still prefer to interact over a phone call. Relatient's Dash solution allowed UPA to accomplish this while also streamlining its back-end operations. UPA staff can now take one patient payment and apply it appropriately to multiple balances without closing and opening multiple programs. Additionally, Relatient's bidirectional integration with Greenway means mobile payments are auto-posted to the appropriate patient accounts, as designated by the patient, something many payment solutions can't do.

Self-service guarantees impartial payment distribution and empowers patients.

RCM leaders, like UPA, who serve hundreds of physicians within a region are entrusted to serve each physician or physician group the same. Digital tools, like Dash, automate this process and ensure impartiality when distributing patient payments.

> "With Dash, we give each patient a unique payment link via text and email, and when they click on the link it shows them all their current balances and empowers them to indicate where they want to attribute their payments."
>
> *Christy Bailey,*
> *Vice President, UPA*

UNIVERSITY PHYSICIANS' ASSOCIATION, INC.

- Serves East Tennessee
- +500 providers
- 100 service locations
- EHR & PM functions: Greenway Health

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