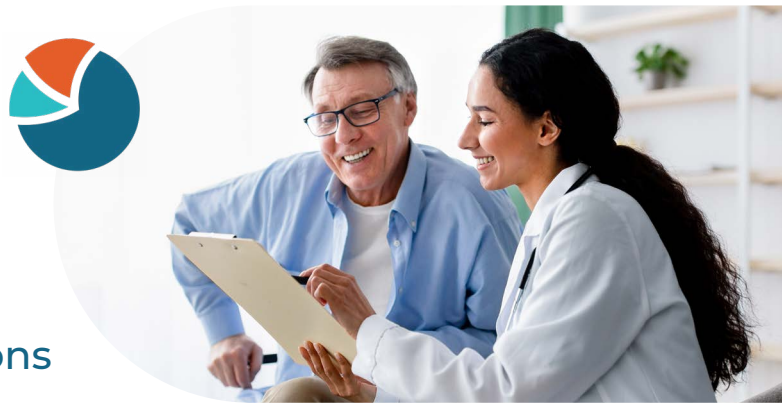


# Helping Those Who Help Others

Supporting Ohio's Largest FQHC  
with Patient-Centric Payment Solutions



## Client

HealthSource of Ohio is the state's largest Federally Qualified Health Center (FQHC), serving more than 90,000 patients every year through a regional network of 25+ locations. Their specialties include family medicine, pediatrics, women's health, dental, vision, integrated behavioral health, and pharmacy services throughout the greater Cincinnati area and the southwestern Ohio region.

Committed to providing quality, compassionate care to everyone, HSO offers patients a sliding fee scale and self-pay options, ensuring that cost is never a barrier to care.

**“ PatientFocus is the best thing ever! They handle inbound calls and inquiries related to billing, which is a huge relief for the internal team. Reaching patients from multiple channels allows for not only consistent reminders, but also allows the patient to choose the platform they are most comfortable with to make a payment. Behavioral Intelligence ensures that once a patient makes a payment, they receive that type of outreach for their next balance/engagement.”**

—HSO Staff

## Challenge

At HSO, all patients are welcome—because every patient deserves care. With an extensive payer mix, billing can quickly become complex. Patient pay was hampered by manual, clunky, and inefficient internal processes, causing delays in statements being sent, frustrating staff and patients alike.

With payments falling behind, HSO had approximately \$500k in A/R aged over 180 days, impacting collection rates. The internal team urgently needed a way to streamline the patient billing workflow and improve the overall experience.

PatientFocus had a comprehensive solution to meet their challenges, putting patient satisfaction front and center while significantly improving monthly payment resolution.

## Solution

HSO partnered with PatientFocus to make patient pay easier for everyone. Harnessing the Full Service Suite, HSO quickly implemented our **digital outreach tools**, including **click-to-pay text messages, coordinated email messaging, and a configurable online payment portal** to help streamline self-pay. **Branded statements with QR codes** and links to the payment portal helped make payment even easier.

Our robust call center helped answer patient questions quickly, significantly reducing the burden on HSO staff. Bilingual agents supported inbound patient communication, eliminating the need for HSO intervention. **Handling an average of 106 hours per month of calls effectively reduced full-time employee efforts by more than 80%.**

PatientFocus' **Behavioral Intelligence** model—a key aspect of the Full Service Suite—empowered HSO with **analytics and actionable insights to predict and tailor payment engagement** strategies, ensuring improved financial and patient satisfaction outcomes. Advanced security measures and higher digital adoption improved patient convenience and experience, lowered call volume, and reduced PCI risk.

Within just nine months of implementation, HSO isn't just averaging better patient pay results each month—they're also running ahead of their competitors. HSO now has the **shortest payment return cycles** amongst their peers at 90 days or less; other return cycles fall between 90-150 days. And, they're **collecting 23% more against new A/R** than their closest peer.

What's more, PatientFocus found a way to **cover costs by tapping into unbilled insurance**. Found insurance covered **105% of their fees**, protecting HSO's ROI and patient satisfaction at no added costs.

**Want to see how PatientFocus can transform your patient pay experience for the better? Let's talk!**

### Results That Deliver

|      |                                                 |
|------|-------------------------------------------------|
| 105% | of PatientFocus fees covered by found insurance |
| 80%  | of calls handled exclusively by PatientFocus    |
| 54%  | of total collections through direct channels    |
| 41%  | increase in direct channel payments             |

## About Us

For over 15 years, PatientFocus has delivered world-class patient pay solutions that boost profitability and elevate the patient experience. Our proven approach strengthens collections, streamlines administrative processes, and reduces days in accounts receivable, helping practices stay financially strong while keeping the patient's needs front and center.

## Contact Us

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 [www.patientfocus.com](http://www.patientfocus.com)