EASY PAY
SOLUTIONS

Solve Your Patient Receivables Problem

Introducing the *Easy Way* to Reduce the High Cost of Patient Collections

Past Due Patient Receivables are a Major Problem for Providers Today

...And It's Getting Worse

Today, most providers are billing 35% of their fees to the patient but struggle with collecting this amount. Bad debts typically average 15% of billings and patient past dues are increasing in these difficult economic times.

It's going to get worse. The percentage of total fees that patients pay are predicted to continue rising (as deductibles and co-payments increase), and more patients are becoming self-insured or are utilizing catastrophic health plans. Doctors will need to collect more money from the patient in the near future.

Easy Pay to the Rescue!

Easy Pay lets you assure timely payment much like a hotel or rental car agency. When the patient is in the office, their debit or credit card is swiped and the information is retained in an external, secure, PCI (Visa/MasterCard) approved, database.

After the EOB is received from the payor and posted, and the patient-payment amount determined, Easy Pay generates a credit or debit card transaction for the amount owed. You are paid immediately with no billing or bad debt exposure. Easy Pay can even send an email receipt to the patient automatically.

Your patient receivables are eliminated.

A Proven Solution for Over 2,000 Providers!

Cost-Effective Collections

Easy Pay was designed especially for providers to help them reduce their patient receivables. It is the most cost-effective solution for timely patient payments on the market today. Think about your *total costs* to collect $50 from a patient today. Research shows it takes an average of four calls and three notices— costing $15 to $20 or more— per patient collection. Easy Pay reduces the high cost of patient collection to as little as $1.50 for a $50 transaction. That's a savings of $13.50 to $18.50 on just one $50 collection.

One average, Easy Pay providers increase their overall take home pay by at least 10%!

User Friendly

Thousands of providers use Easy Pay every day. Easy Pay is a full replacement for your credit card terminal plus it includes signature-on-file, history lookup, bank reconciliation reports and other value-add tools. Easy Pay can also automatically process recurring payments for patients that can't pay their bill all at once.

Patients Like Easy Pay!

Visa research shows that 90% of cardholders used their Visa card at a healthcare facility in 2007. In addition to the convenience of using credit cards, most cardholders earn free miles or other premiums from their bank. And it saves the time and effort of writing and mailing a check.

It's easy to get started! Call us today at 866-927-9344

Get the *Easy Pay* Method for Patient Collections

Old Patient Payment Method

Wait 30—120 Days for Payment!

↓ Patient visits the Provider and pays co-payment

↓ Provider sends a claim to the Payor

↓ Payor sends the Provider an Explanation of Benefits (EOB)

↓ Provider posts the EOB to the Practice Management System (PMS) and the PMS calculates the Patient Payment Portion

↓ Provider sends a statement to the Patient for the amount due

↓ Provider waits 30 days

↓ Providers sends a past due notice to the Patient

↓ Provider calls the Patient (typically four attempts are necessary to get Patient on the phone)

↓ Patient promises to send a check

↓ Provider finally receives check 60-90 days after billing (90-120 days after services rendered)

↓ Provider manually posts payment to the Practice Management System

Easy Pay Patient Payment Method

Immediate Payment

↓ Patient visits the Provider and pays co-payment

↓ While at the Provider office, Patient signs a credit card signature-on-file for any remaining balance that may be due after adjudication

↓ Provider sends a claim to the Payor

↓ Payor sends the Provider an Explanation of Benefits (EOB)

↓ Provider posts the EOB to the PMS and the PMS calculates the Patient Payment Portion

↓ Recall the patient's credit card information and generate a credit card transaction for the Patient Payment Portion. Easy Pay provides a receipt so you can post it to the ledger in the PMS

↓ Easy Pay can optionally send the patient (cardholder) an email detailing the payment processed automatically

↓ Provider is paid *immediately* upon determining the Patient Payment Portion (typically 30 days after services rendered…saving 60-90 days and the costs of billing and collection)

Every Provider Wants the Advantages of Easy Pay!

> **"EASY PAY HAS ONCE AND FOR ALL RESOLVED OUR PATIENT RECEIVABLES PROBLEM — SAVING US THOUSANDS!"**
>
> Easy Pay Customer

◆ Eliminates patient receivables

◆ Eliminates billing expenses

◆ Eliminates collection calls and expenses

◆ Eliminates check processing and deposits

◆ Improves patient retention (Patients who are current on their bills are more likely to stay patients and not go elsewhere)

◆ Eliminates bounced check handling

◆ Eliminates bad debts

◆ Expedites cash flow

◆ Saves administrative effort

◆ Reduces frustration and stress for the administrative staff

◆ **INCREASES TAKE-HOME PAY**

www.PatientEasyPay.com   866-927-9344