

How Cincinnati Children's turned routine patient bills into customized communications that increased revenue and patient satisfaction

Client success story

The new statements categorize a service date having both the office and the physician fees in one area with the pharmacy, and the actual amount that you owe is clearly seen. I appreciate that. It's definitely a much easier-to-read statement. Thank you very much.

— Erika, patient at Cincinnati Children's

Problem

Cincinnati Children's Hospital Medical Center was using patient billing statements that ran two to four pages long. Aside from the bills being overwhelming and difficult for patients to understand, Cincinnati Children's needed a way to add personalized messages. However, their current process for any informational updates or message changes was time-consuming and expensive. Changing something as simple as a phone number or office hours took weeks and cost thousands of dollars.

Solution

In addition to customized messaging for patients, Cincinnati Children's needed to combine hospital and physician billing into a single document that was easy for patients to understand. After learning about Experian Health's capabilities with Patient Statements at an Epic user group meeting, Cincinnati Children's decided to upgrade their paper statements.

Patient Statements is supported by a team of design experts who customize statements according to patient needs. Predefined content can be easily updated without additional programming fees. Whether sending a special message to Medicare recipients about open enrollment changes or promoting wellness classes to patients in a select ZIP Code™, Cincinnati Children's turns special requests are turned around quickly, so they're live on the next statement run.

\$840,000
IN YEARLY SAVINGS
FOR PATIENT INVOICING



Results

Cincinnati Children's realized a yearly savings of approximately \$840,000 due to a \$70,000 reduction in monthly invoicing costs for patient statements. The reduction came from lower printing and mailing costs, since statements were reduced from two pages to one. Six weeks into the statement conversion process, a customer took the time to comment on the statements via Cincinnati Children's "Voice of the Customer" service: "The new statements categorize a service date having both the office and the physician fees in one area with the pharmacy, and the actual amount that you owe is clearly seen. I appreciate that. It's definitely a much easier-to-read statement. Thank you very much." It was the first time anyone commented on their paper statements.

About Cincinnati Children's Hospital Medical Center

Cincinnati Children's, a nonprofit academic medical center established in 1883, is one of the oldest and most distinguished pediatric hospitals in the United States. With more than 600 registered beds, Cincinnati Children's had more than 1.3 million patient encounters and served patients from all 50 states and 58 countries, including 589 international patients, in fiscal 2017.

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