

Smart Statements

Precise statement messaging for every patient



Every patient is unique, which includes how they fulfill their healthcare financial obligations. So why communicate with all patients using the same messages or calls to action?

RevSpring Smart Statements empower healthcare providers to dramatically improve overall yield. Providers also can shorten the time to receive payments—**sometimes by as much as 15 days**—with these tailored and tested patient communications.

Using demographic and behavior data, **we segment each patient into groups based on similar patient profiles.** This allows RevSpring to provide unique messaging that is tested and proven to promote action. Here are two examples:

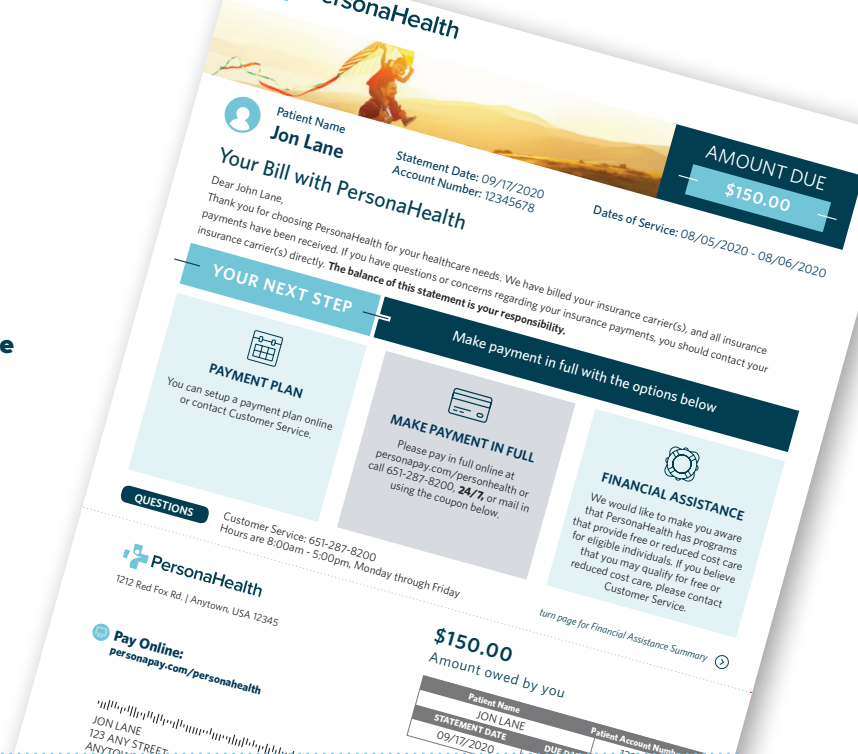
- The first dunning statements may be **designed differently and contain different messages** than what patients receive in a final notice.
- Millennial patients could be **directed to a payment portal to pay**, rather than sending a remit for the mail.

Benefits

- Scientifically proven **effective communication design** that drives fast response
- Improvement in overall yield of **up to 5%**
- Shortens time to payment by **up to 15 days**
- **Better overall return** on print and mailing costs
- **Complies** with all relevant regulations

Features

- Full segmentation of your complete patient base
- A consistent and tailored patient experience
- Scientifically proven communication designs
- Heat map testing technology
- Machine learning algorithms
- Eye gaze tracking
- Focus group validation



How do we know Smart Statements can deliver the results you seek?

RevSpring capitalizes on best practices in graphic design using analytic tools such as machine learning algorithms and voice of the consumer research. **Our designs strategically place personalized patient messaging and calls to action to ensure higher response and payment rates.** Additional techniques—heat mapping technology, gaze path studies and focus groups—allow us to create scientifically proven designs that drive fast action and positive results.

Stop communicating the same messages and expecting better results. **Use RevSpring Smart Statements to achieve revenue cycle management goals that will speak volumes for your bottom line.**

