

# Digital First

A Seamless Solution That Simplifies  
Sending Digital Communications



While digital engagement is a priority for healthcare leaders, the actualization is far from reality. Digital adoption remains low. More than 25% of patients said they want digital-only communications; yet, only 8% receive their statements digitally, according to our annual survey.

RevSpring's Digital First solution prioritizes digital delivery in advance of printed communications. This digital-first approach actively promotes non-paper billing to patients who are most likely to engage digitally.

The returns are astonishing.

RevSpring communicates with patients in every zip code across America. We send 1.5 billion pre- and post-service messages annually, through every channel. We've learned from patient's actual behavior how they engage and pay—and, as a result, we have developed the technology to maximize and use communication channels that will best meet their needs.

## Digital First Increases Patient Engagement and Optimizes Costs

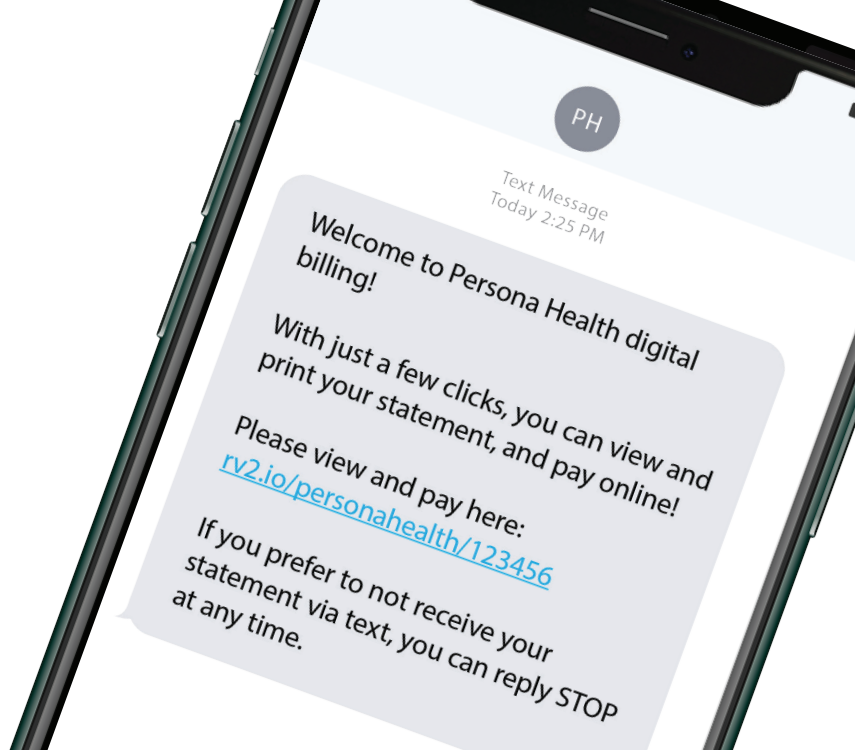
RevSpring's Digital First solution closes the digital gap in healthcare financial communications to deliver the digital experience that patients want, and providers need, to optimize effectiveness. Combined with a more strategic balance of printed communications, our digital first approach allows healthcare organizations to shift confidently to digital delivery, which is faster, more easily actionable, and less expensive than print and mail for patient billing and payments.

## Results

- **Patients pay 6.5 days faster** from digital communications
- **20% average increase** in self-service payment
- Low opt-out rates: **1% per touch**
- **20% engagement cost reduction** by reducing postage

## Features

- **Simplify the digital shift**
- **Prioritize digital, use print strategically**
- **Increase patient engagement**
- **Manage patient preference centrally**
- **Reduce print and overall communication costs**
- **Works with RevSpring and other third-party payment portals**



Providing important financial information to patients using SMS/text messages and email allows patients to act on that information sooner and at a lower cost. Because patients who engage digitally tend to pay digitally, by reducing lockbox and human-assisted call center payments, providers can carve out costs using more cost-effective channels.

Providers can choose to suppress statements that are delivered digitally based on patient preference and can automatically send the printed content based on patient action. Once engaged digitally, patients are more likely to expect and act on additional communications from digital channels.

## Your Digital Transformation Starts Today

We understand that digital isn't right for everyone but knowing the most effective engagement channel and balancing the use of digital and paper communications is the right approach in healthcare. We know that providers want digital innovation to control costs, improve performance, and meet patient expectations.

We take a more holistic view of the patient's digital profile to balance cost with results—with the digital convenience patients crave. Let RevSpring help digitally transform your financial communications using a compliant, seamless, and proven methodology.

