

Hospital Case Study

Protecting reputation and revenues

Care Cap Plus trimmed the number of patients on installment plans from attorney collections by **75%**.

Client Overview

Hospitals are mission-driven to meet community needs for healthcare education, screenings, support groups, and – most importantly – quality care to anyone in need, regardless of their financial status. Pursuing payment from patients is not a comfortable or reputation-enhancing part of running a hospital, though it is necessary to stay financially viable. So when this hospital found a trusted partner in Care Cap Plus to work with patients to ensure a compassionate, personalized payment solution, it protected both the hospital’s image and its bottom line, allowing the hospital to focus on its mission of patient care.

Before Care Cap Plus, the hospital’s payment options were limited to check, credit card, or applying for Charity Care or other financial assistance programs. The hospital’s Financial Services Department handled incoming calls from patients who had received monthly billing statements in the mail. Payment plans were frequently offered to patients, but monthly payments were not automated and were easily missed. The lack of automation and options to make the process seamless led to many defaults in established installment payment plans, as patients found it challenging to keep up with the manual process of monthly payments by check or by credit card.

Situation Analysis

When COVID hit, the hospital’s Financial Services Department was forced to work remotely. Care Cap Plus brought the hospital a cloud-based tracking, servicing, and collection model and compassionate, individualized patient payment options. Even as the hospital endured reduced revenue due to the COVID-enforced cancellation of non-urgent procedures, the hospital benefited from steady monthly installment payments delivered by Care Cap Plus. And rather than facing a PR black eye for hounding patients for payment during a time of hardship, the hospital’s reputation was enhanced by Care Cap Plus’ patient service.

Care Cap Plus Goals

- ⊕ Engage more patients in the self-pay process while maintaining favorable patient relationships
- ⊕ Reduce the number of payment plan “drop-offs” (when a patient enrolls in a payment plan, but stops paying)
- ⊕ Reduce the number of patients going to attorney collections (costly to hospital and creates ill will with patient pool)
- ⊕ When possible, secure 30% upfront payment for the hospital on self-pay payment plans

Timeline

December 2019 - Care Cap Plus is offered to incoming Patient Financial service calls when the patient requests a payment plan.

July 2020 - Care Cap Plus interest and fee-free payment plans are included on all "pure" self-pay patient statements (no insurance on file for a patient).

January 2021 - Care Cap Plus interest- and fee-free payment plans are offered on ALL patient statements where there is no insurance on file and/or there is a remaining deductible or balance after insurance payments have been applied.

February 2021 - Care Cap Plus starts offering additional payment plans with payment terms longer than 12 months, to engage more patients.

Success

200% increase in patients enrolled in the first quarter 2020 vs. 2021

100% increase in patients who fulfilled their payment plan obligations with Care Cap Plus vs. traditional hospital payment plan

35% of surveyed patients would have been unable to make their patient responsibility payment without Care Cap Plus and would have likely been sent to collections

17% reduction in receivables sent to attorney collections (Q1 2020 to Q1 2021)

88.4% of patients say they would choose this hospital again because it offers Care Cap Plus

90% of patients say they would be likely to refer friends and family to this hospital because it offers Care Cap Plus

Testimonials



"It was easy to sign up. I didn't have to worry about the payments every month, and liked being alerted about each upcoming payment as well." — Wade C., Care Cap Plus Customer



"It was really beneficial and gives you the opportunity to set the budget to what you can afford to pay. I love that it's done automatically so I never have to worry about manually sending in payments." — Maria D., Care Cap Plus Customer



"I set up auto-pay, and haven't had to look back. It's been easy and convenient and I've been very happy with the service." — Bisera R., Care Cap Plus Customer



"Using Care Cap Plus made it easy to be able to pay my bills. I'm grateful for the opportunity to use them. Especially during COVID, the 0% interest really helped out!" — Gina B., Care Cap Plus Customer