

# Cash Acceleration Program

The fastest way to turn self-pay accounts into bottom line profits.

What if you could double your profit margin—without increasing your efforts?



**CAP**

Cash Acceleration Program

**CAP uses best practices to quickly and effectively generate more cash for your business.**

Most healthcare providers report that their self-pay accounts represent roughly the same percent of the total revenue as their profit margin. It's easy to see how self-pay accounts make the difference between profit and loss on your bottom line.

**KeyBridge**<sup>™</sup>  
Medical Revenue Management

**KeyBridge**  
2348 Baton Rouge Avenue  
Lima, OH 45805

419.993.2900 TELEPHONE  
800.627.7432 TOLL-FREE  
419.993.2926 FAX

[www.keybridged.com](http://www.keybridged.com)

## CASH ACCELERATION PROGRAM

"Since we've started using the CAP program, our cash flow has improved significantly from self pay accounts. And since our own staff no longer has to spend time following up with these patients, they've become more productive, too."

John Doe, Private Practice Administrator

**Many providers simply don't have the resources to dedicate to self-pay accounts— or the skill sets to effectively secure payments without alienating patients.**

That's where KeyBridge comes in. We're the experts in outsourced accounts receivable management (ARM). And our Cash Acceleration Program (CAP) provides a proven solution for helping you collect more cash, faster, and with less effort. It starts with the first statement and ends when the cash hits your bank account.

**Day-to-Day Procedures:** Procedures can be customized for each client. Here is our best practices example.

### ▶ STAGE 1

- You identify self-pay or balance after insurance amounts.
- You mail a statement that includes the designated telephone number provided by KeyBridge, allowing us to receive inbound telephone calls. (Or KeyBridge can send the initial statement after an electronic statement file is received from the client.)
- KeyBridge accepts all incoming patient calls generated by the initial statement.
- A client-branded payment website is provided in order to accept patient payments online.

### ▶ STAGE 2

- KeyBridge begins campaign of outgoing statements and collection notices in combination with outbound patient telephone contact strategies.
- KeyBridge account representatives that are highly skilled in the latest human performance technologies negotiate payment with patients and act as customer service representatives. Most payments are processed real-time while the patient is on the phone.
- Discounts and charity care applications are solicited and processed according to your financial policies.



From point of service to point of collection,  
CAP provides a proven strategy for  
maximizing self-pay collections.

**CAP works on your self-pay accounts—so your in-house staff doesn't have to.**

CAP can liquidate self-pay accounts more quickly and cost effectively than your in-house team, delivering a host of benefits for your business.

- **Employs best ARM practices from the point of service to the point of collection.** Beginning on day one, KeyBridge's CAP solution utilizes industry-leading, perfected processes, such as timely outgoing contact, skilled negotiation and payment motivation techniques, and payment plan follow-up to help ensure a high rate of recovery on self-pay accounts. CAP is designed to generate revenue early, which increases your cash flow and reduces the number of accounts that escalate from past due to bad debt write-offs.
- **Decreases the cost of collections.** When you choose CAP, you benefit from specialized, efficient systems and economies of scale that reduce the cost of recovery. Plus, you eliminate the telephone and postage costs associated with pursuing self-pay accounts.

- **Respects your patients while building your profits.** KeyBridge associates understand the healthcare industry and the critical importance of preserving patient relationships. All of our communication techniques are designed to respect your patients while successfully motivating payment.
- **Makes outsourcing simple.** Working as an extension of your own staff, we can tailor the CAP program to match your business style. The KeyBridge IT department will work with you to interface with your patient billing system, so we can provide seamless, responsive service.
- **Frees your staff to focus on other business-critical efforts.** By assigning your self-pay accounts to the industry experts, you not only achieve better recovery, you also allow your own personnel to concentrate on their core competencies. Instead of dealing with inbound phone calls or contacting large volumes of patients, they can focus on high payoff activities.

▶ **STAGE 3**

- Payment plans are monitored, with immediate follow-up enacted on delinquent payments.
- KeyBridge initiates final outbound communications on all unpaid accounts.

▶ **FINAL STAGE**

- Quality control check is implemented on the account.
- Uncollected accounts are identified as bad debt.
- Feedback is generated describing why bad debt accounts remain uncollected and what account information was deficient in the patient registration process.

## CASH ACCELERATION PROGRAM



**“Allowing KeyBridge to handle my self-pay accounts from day one has eliminated a lot of internal headaches. It also ensures these accounts are dealt with much more promptly than my in-house staff can address them. Plus, KeyBridge is simply more effective at collecting payment. CAP is definitely the right choice for my hospital.”**

Midwest Ohio Hospital CFO

### From Point of Service to Point of Collection:

- KeyBridge accepts inbound patient phone calls, initiates outbound letters and phone calls, and motivates payment from patients
- KeyBridge sets up Payment Plans and negotiates settlements according to predetermined parameters or on a case-by-case basis
- KeyBridge monitors Payment Plans with terms up to 24 months
- KeyBridge solicits and documents payment from charity care and other financing options
- KeyBridge provides valuable feedback on patient registration issues and data inaccuracies to help remove obstacles to recovery
- KeyBridge generates cash for your business and most payments are processed in real-time!

### Start building your bottom line today.

CAP is the fast and easy way to generate more cash for your business. To learn more, call or email KeyBridge at **800-627-7432**, **dmorrisey@keybridged.com** today. And let KeyBridge turn your self-pay accounts into bottom line profits.