



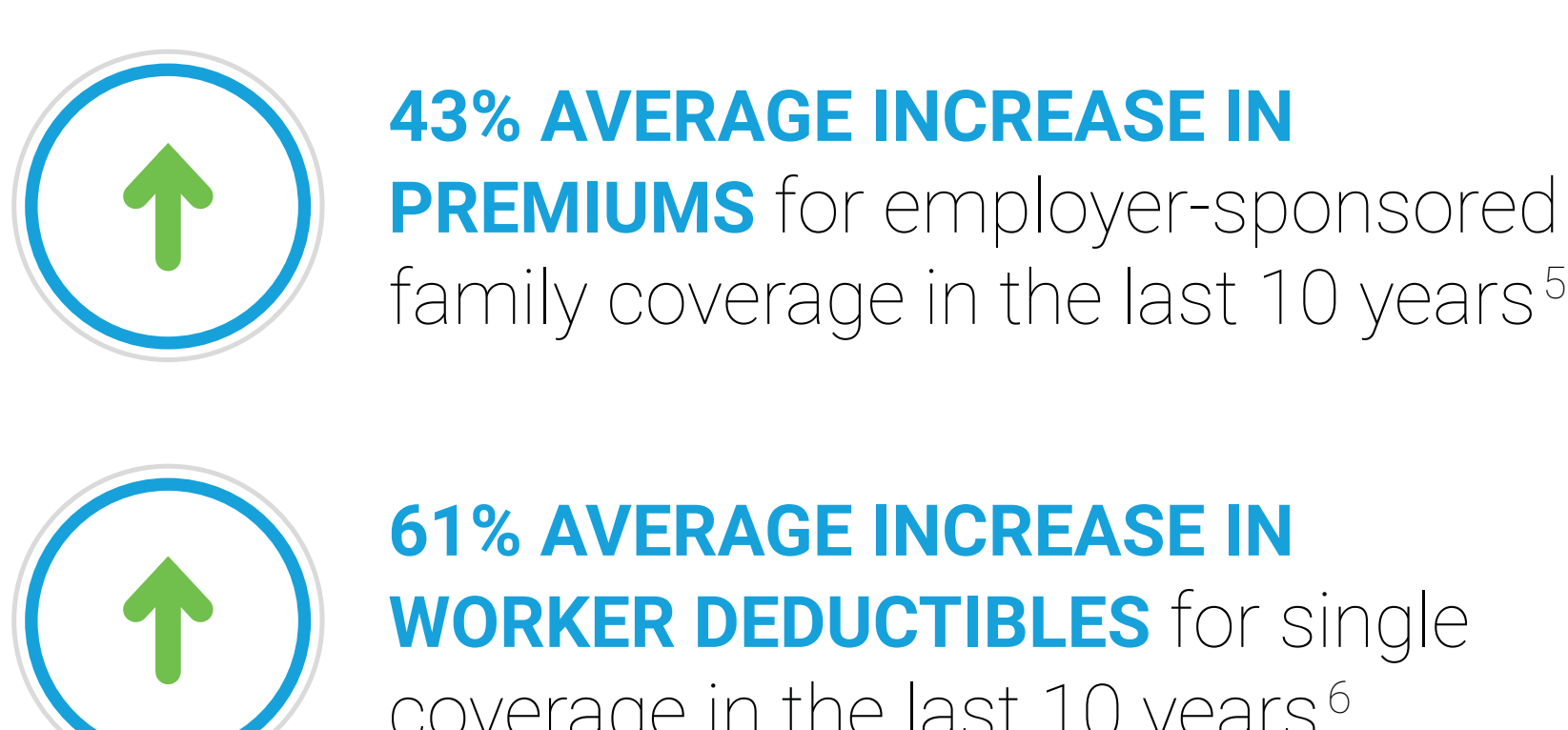
IT'S TIME TO TRANSFORM THE PATIENT FINANCIAL EXPERIENCE IN 2023

Patients are now the third largest payer, just behind Medicare and Medicaid, accounting for up to 35% of a provider's revenue.¹ Chasing patient payments on the back end is no longer an effective strategy.

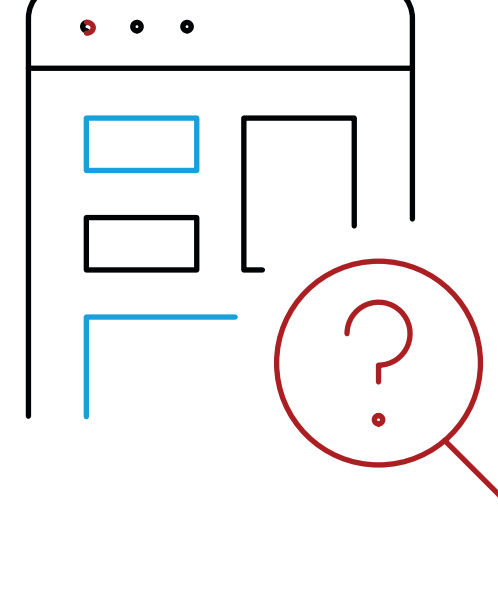
It's time for a new approach



The financial impact



40% OF PATIENTS SURVEYED who tried to get information about their out-of-pocket costs before receiving a service were **unable to do so** or the **information they found was inaccurate.**⁷



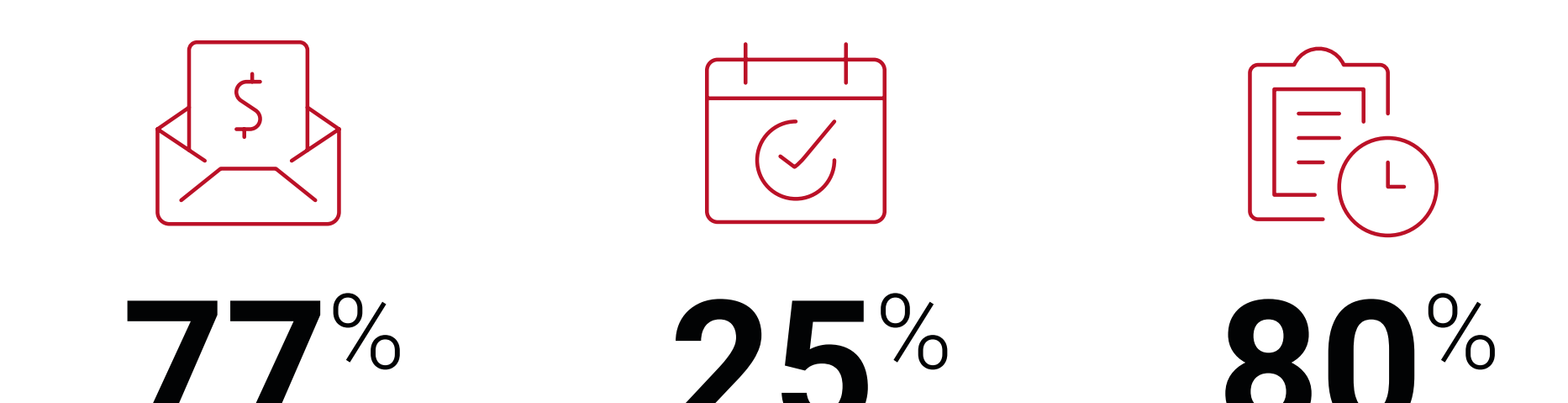
Focus on front-end processes to create a more patient-centric financial experience

- ✓ Provide patient responsibility estimations before the time of service
- ✓ Offer digital payment options, including mobile payments and patient portals
- ✓ Send friendly payment reminders via the patient's preferred communication method (text, voice mail, email)
- ✓ Provide clear, easy-to-understand statements with information on how to pay online
- ✓ Offer flexible payment plans and financing options with the ability to roll up balances for other family members

Improving back-end efficiencies

- ✓ **ASSESS TEAM EFFECTIVENESS, PROCESSES, AND TECHNOLOGIES** to identify gaps and opportunities
- ✓ **CREATE A ROADMAP** that includes the latest revenue cycle technologies
- ✓ **LEVERAGE ADVANCED ANALYTICS** for actionable insights
- ✓ **IMPLEMENT A QUALITY REPORTING PROGRAM** to address federally mandated quality measures
- ✓ **CONSIDER OUTSOURCING BACK-END PROCESSES** to enable more focus on the front-end patient experience

With Conifer Health, providers can experience:



Conifer Health's Physician Revenue Cycle Management solutions balance completeness, correctness, and promptness of payment with a drive to deliver an exceptional patient experience. Conifer has engineered its delivery model to support each provider's revenue cycle from end-to-end or at any point in between, powered by proven methodologies, repeatable processes, flexible technologies, and measurable performance.