



Healthcare Digital Transformation

Think Evolution Not Revolution

The shift toward digitalization in healthcare is gaining momentum as providers seek to lower costs and increase efficiency. However, an abrupt shift to an entirely paperless patient engagement strategy often alienates patients and negatively impacts yield. RevSpring advises a balanced Digital First approach, integrating both print and digital communications.

Key Takeaways

1. Instead of a **digital revolution**, providers should strive for a **digital evolution** based on what patients prefer and how they behave.
2. A **Digital First strategy means** replacing print materials with digital alternatives—and often increasing digital touches—in **a planful way** that begins with patient and staff education and a detailed understanding of your population's digital readiness.
3. Going all digital in one sudden change leads to a **decline in yield** and **risks alienating or even losing patients**.
4. Using **data analytics to guide decisions is key for tailoring messages and delivery channels** based on patient behavior, preferences and financial capacity.
5. Healthcare organizations can **collect up to 7% more** with data-driven digital engagement.
6. A balanced print-digital strategy typically **reduces postage cost by 35%**.

Digital Engagement Drives Real-World Results

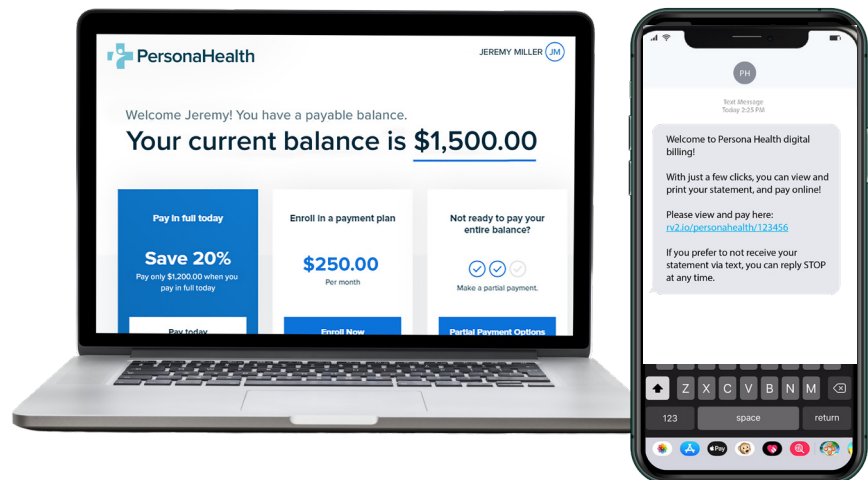
What does a Digital First strategy look like in action? Consider the case of a New England health system, which is seeing impressive results with a Digital First strategy, including:

128%
annual increase in total
collections (\$8M annually)

20%
increase, on average,
in payments

Here's what they're doing:

- Combining digital outreach with an **intuitive payment portal**.
- Allowing patients to **opt in to receive text messages** when a statement is due.
- Providing **convenient links**, embedded in the texts, which drive patients directly to the payment portal.



These changes are giving staff more time to address problems versus taking routine payments, along with delivering more convenience for patients and better financial results for the health system.

Digital First vs. Digital Only

A patient-centric approach is Digital First—not digital only—and it drives impressive results:

- A response rate that is **typically two times higher** when engagement involves more than one channel, specifically when print and digital communication is used together.
- **Significant increase** in payment self-service—around 20% on average.
- Patients who receive text messages are **21% more likely to pay**, as compared to those receiving printed statements alone.
- **24% of payments** made by text are received within the first 24 hour of texts being sent.
- Patients pay an average of **7 days faster**.

The key to achieving these results is honoring patients preferences—both the explicit preferences and implicit preferences—and **respecting where they are** on their healthcare engagement journey.

When providers attempt a hard turn from print to digital they do see some immediate cost-savings on postage, but they also experience negative impacts on payments and yield. Not surprisingly, a revolutionary shift to digital negatively impacts patient satisfaction and loyalty as well.

A Cautionary Tale

One provider organization attempted to abruptly convert its patients to digital billing, which led to a decrease in yield. To recover, we worked with them to shift their strategy to adding back printed communications while simultaneously increasing the number of patient digital touches. This more measured approach got yield back to baseline and then drove it higher. The yield improvements significantly overcompensated for the slight reduction in cost savings from the print add-back.

Ultimately, this organization experienced:

65%
increase in patient
digital adoption

\$300K
in cost savings

\$7.9M
lift in payments

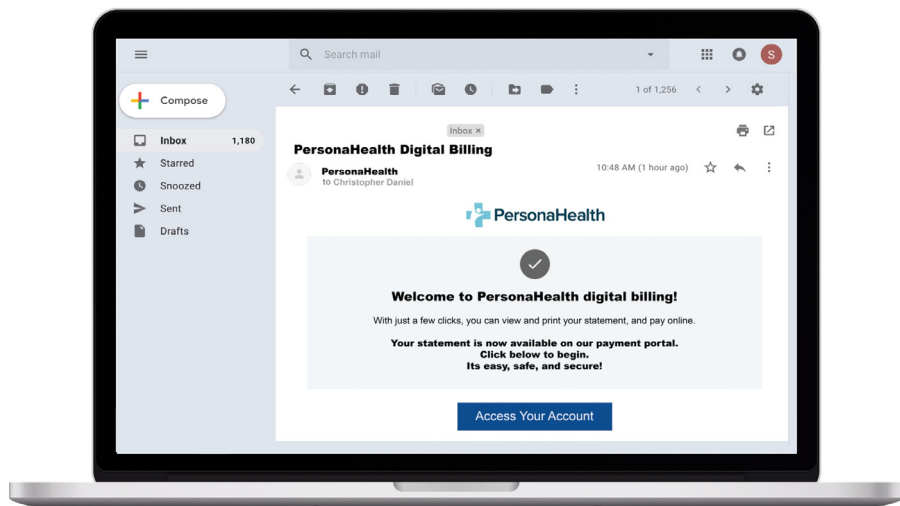
More than
\$5M
increase in self-pay
collections

Leveraging intelligence and self-service also allowed this provider to free up CSRs to work through more complex issues when patients called.

Digital First Delivers for Medtronic

Healthcare technology leader Medtronic is using a Digital First strategy. By simply adding email to existing print statements, Medtronic has experienced:

- **More than 3% increase** in overall yield
- An increase in portal-based patient self-service by **one million payments** per month
- With a **30% reduction in print statements**, the company also is saving on print and postage



July

August

September

October

November

December

Digital First Starts with Education

Adopting a Digital First strategy starts with education, such as informative posters in clinics and inserts in printed bills before the digital rollout commences. Patients are then prepared for changes and many will opt in from the start, while angry calls to staff and other potential negative consequences are reduced. Likewise, staff must be prepared to answer patient questions and to explain that best practices are in place to avoid data breaches.

Digital First Best Practices



Analytics

Analytics must be used to discern the right channels for different engagement scenarios for each patient.



Scoring

Score patients on their propensity to use digital, as well as propensity to pay and other important factors such as demographic, behavioral and historical data for deeper patient understanding. This information will help drive the messages, channels and cadences and overall engagement campaigns.



Print

Use print strategically, as part of the communications mix.



Patient Education

Educate patients with proactive notifications of digital transition for lower opt- out rates and higher engagement.



Strategy

Remember the strategy is based on evolving more digital engagement. It's not a revolution that eliminates print.



Staff Education

Ensure staff members understand why the digital transition is important and how patients can opt in or out. Patient digital privacy practices also need to be clear.



Tools

Engage an intelligent campaign engine to manage messages, touchpoints/mix and cadence



Top Line

Pay attention to improvements in collections, as well as bottom line cost savings.



Measurement

Continually measure how your evolving communications strategy is impacting yield, costs, patient satisfaction and other critical metrics. Seek to find the magical balance where all metrics are improved without negative impacts in any one area.



Surveys

Continually survey patients to ensure they are engaging in ways they prefer.

With Digital First, Better Outcomes are Continuous

A Digital First strategy with intelligence at its core enables continuous improvement in response to patients' changing behaviors. Busy patients don't always explicitly tell you what they prefer. With an intelligent campaign engine and dashboard in place, you'll see how patients are engaging.

Watching patient behavior will inform your future decisions about digital shifts—such as adding additional online touchpoints—and decreasing print over time. Even patients who state a clear preference for print may become more comfortable with digital engagement as they begin using email or text in their daily interactions with friends and family.

Watching and responding to patient behavior over time means there's no end to better with Digital First engagement—and there's no end to the positive results your organization can achieve.

Learn more at revspringinc.com/healthcare.



RevSpring is the market leader in engagement and payment solutions, offering a holistic, fully integrated platform that streamlines patient interactions from pre-care to post-care to payment. By leveraging coordinated communication, we bridge the gap between patient and staff experiences, enhancing satisfaction, improving outcomes, and fostering lasting patient loyalty.

Disclaimer: The contents of this resource are not intended to serve as legal or any other advice.