Digital First

Position to Win Summary

RevSpring

SOLUTION OVERVIEW

Product Description

Digital First is RevSpring's intelligent patient billing and communication strategy that prioritizes digital engagement (text, email, IVR) while using print strategically—reducing postage costs, accelerating payments, and improving patient satisfaction without sacrificing yield.

Product Features

- Digital-first patient billing delivery (SMS, MMS, email)
- Intelligent print suppression when digital engagement occurs
- Seamless integration with PersonaPay payment portal
- Channel scoring to determine optimal outreach method
- Automated balance reminders (text, IVR, email)
- Omni-channel journey orchestration
- Real-time reporting on engagement, payments, and yield
- HIPAA- and PCI-compliant communications

Typical Buyer Persona

- CFO / CRO
- VP / Director of Revenue Cycle
- Patient Financial Services Leader

End-User Persona

- Patients receiving bills and reminders
- Patient financial services and call center teams

Product dependencies

- RevSpring patient communications platform
- PersonaPay for digital payments
- Optional integration with EngageIQ analytics and IVR

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VALUE AND POSITIONING

What problem we're solving

Print-heavy billing strategies are expensive, slow, and misaligned with patient preferences. At the same time, "digital-only" approaches risk alienating certain patient populations and reducing collections.

Value Prop for Provider

Digital First reduces cost to collect while improving payment speed and yield by intelligently combining digital engagement with print, only when needed. Reduce cost without sacrificing outcomes – improve them.

Value Prop for Payers

Improved digital engagement lowers servicing costs, accelerates premium and cost-share payments, and improves member satisfaction. Reduce cost without sacrificing outcomes – improve them.

Key Product Differentiation

- Digital-first, not digital-only (protects yield)
- Channel scoring based on patient behavior, not assumptions
- Automated print suppression to reduce postage waste
- Embedded payments via PersonaPay for immediate action
    - Also supports engagement connections to third party applications to simplify platform transformation
- Part of a unified engagement and payments ecosystem

Benefit Statements

- Reduce print and postage costs by 30 to 40%
- Increase payment yield by 1–3% (up to 7% with analytics)
- Accelerate payments and reduce days in AR
- Increase patient self-service adoption
- Lower call center volume and staff burden

Discovery questions

- How much do you spend annually on print and postage?
    - *What we typically see:* Organizations can reduce print and postage costs by 3**0–40% on average** with a digital-first strategy.
- What % of patients pay digitally today?
    - *What we typically see:* Digital adoption often ranges from **20–40%**, with significant opportunity to increase through better channel strategy and timing.
- How long does it take patients to pay after the first bill?
    - Payments are often delayed, with digital-first strategies helping patients pay **6–11 days faster on average**.
- Have you tried digital-only—and what happened to yield?

    - Many organizations see **declines in yield** with digital-only approaches, especially across mixed patient populations. Digital-first (not digital-only) helps avoid this tradeoff.
- How do you decide who gets print vs. digital today?
    - *What we typically see:* Leading organizations use **behavioral and engagement data to determine the best channel strategy for each patient**, helping reduce wasted communications and improve outcomes.

Listen For:

- “Postage and print costs keep going up”
- “We’re sending a lot of statements but payments are still slow”
- “Patients say they didn’t see the bill until it was too late”
- “We don’t know who should get digital vs print”
- “We tried digital-only and it hurt collections”
- “Our population is mixed — digital works for some, not all”
- “We want to reduce mail without risking revenue”

PROOF

Key points

- 30-40%% reduction in postage costs
- 1–2% increase in payment yield with Digital First alone
- Up to 7% yield improvement when combined with payment intelligence
- Patients pay an average of 6–11 days faster with digital-first engagement
- Low opt-out rates (~1%) per touchpoint

Sources

- Digital First Battlecard & Product Materials (2024–2025)
- EngageIQ & Digital First case studies
- RevSpring Provider & Health Plan Solution Decks

