EngageIQ™ PostCare
Position to Win Summary

REVSPRING

SOLUTION OVERVIEW

Description

EngageIQ™ Post-Care is RevSpring's intelligence-driven patient financial engagement and payment solution that uses **proprietary scoring and prescribed workflows** to optimize how each patient is engaged and the payment options that fit their affordability.

It replaces generic, one-size-fits-all billing with a **personalized, data-driven approach** that determines the right message, channel, cadence, and payment option for every patient—driving higher yield, faster payments, and lower cost-to-collect.

Key Features

- **Scoring & Decisioning Intelligence (Core)**
  - Propensity-to-pay, affordability, channel, and charity scoring
  - Determines next-best action for each patient
- **Prescribed Engagement Workflows**
  - Personalized message, channel, cadence, and payment option
  - Dynamically adapts based on behavior
- **Behavior-Driven Channel Strategy**
  - Channel scoring (digital vs. print)
  - Digital-first, print-smart delivery
- **Personalized Payment Experience**
  - Pay-in-full, plans, financing, financial assistance
  - Delivered via portal, IVR, text-to-pay, and statements
- **Omnichannel Execution**
  - Coordinated outreach across SMS, email, IVR, and print
- **Performance Optimization**
  - Continuous learning based on patient behavior
  - Ongoing refinement of engagement and payment strategies

What Makes It EngageIQ (Required Components)

- **Scoring Intelligence (Required)**
  - EngageIQ requires use of RevSpring's proprietary scoring models (propensity-to-pay, affordability, channel scoring, charity)
  - Without scoring → solution does not qualify as EngageIQ
- **Workflow Execution (Required)**
  - RevSpring must control or influence key engagement elements (channels, cadence, messaging, payment options, statement design)
  - Ensures prescribed strategies are executed to drive outcomes

Delivery Models

RevSpring-native environments:

- End-to-end orchestration of engagement
- Includes statement composition, PersonaPay configuration, and digital + print workflows

Epic-specific integrated environments:

- RevSpring scoring intelligence powers personalization within Epic (MyChart / Hello World), enabling health systems to drive the right messages, channels, and payment options directly within Epic workflows.
- RevSpring also supports inbound/outbound IVR and print services, extending engagement beyond Epic where appropriate

Proof of Value / POC Approach (Optional, but recommended)

- **Data-driven Proof of Concept (POC)**
  - Uses the organization's own patient and payment data to identify leakage and opportunity
  - Builds a tailored engagement and payment strategy based on actual patient population behavior
- **ROI modeled on their data (not assumptions)**
  - Quantifies impact on yield, payment velocity, and cost-to-collect
  - Provides a clear business case before full deployment
- **De-risked decision-making**
  - Validates performance and strategy upfront
  - Aligns stakeholders around expected outcomes and measurable success

Typical Buyer Persona

Provider Personas

Persona	What They Care About	What They're Responsible For
CFO	Yield, cash flow, cost-to-collect, **postage spend**, financial predictability, vendor consolidation	Financial performance, margin improvement, ROI
Revenue Cycle Leader	Collections, AR days, **cost-to-collect**, payment performance, vendor coordination	Patient collections strategy, operational execution
Patient Financial Services Leader	Payment rates, self-service adoption, consistency	Billing operations, payment workflows, staff performance
Customer Service Director	Call volume, handle time, patient experience, self-service adoption/staff efficiency	Contact center operations, communication workflows

VALUE AND POSITIONING

What problem we're solving

Healthcare organizations are facing growing financial pressure driven by rising patient responsibility and an affordability crisis, making it harder for patients to pay and increasing the risk of delayed or missed payments.

At the same time, traditional billing approaches treat all patients the same, without accounting for differences in ability to pay or communication preferences, leading to poor engagement, low yield, and rising cost-to-collect.

EngageIQ addresses these challenges by using data-driven insights to match each patient with the most appropriate engagement strategy and payment option—helping patients choose options they can afford while accelerating payments from those able to pay more. The result is improved yield, faster payments, and a more efficient, patient-friendly financial experience.

Value Proposition for Providers

EngageIQ Post-Care transforms billing into a personalized, intelligence-driven payment engine:

- Increase yield by matching each patient to the right payment strategy
- Accelerate payments with digital-first engagement
- Reduce cost-to-collect through:
  - Channel optimization
  - Self-service adoption that reduces call center dependence
- Improve patient experience with clear, personalized payment options
- Simplify operations by consolidating fragmented vendors into one coordinated approach

Key Product Differentiation

- **Prescribed, not reactive**
  - Determines and executes next-best action for every patient
- **True personalization at scale**
  - Messaging, channel, cadence, and payment options tailored per patient
- **Behavior-driven engagement**
  - Channel scoring optimizes digital vs. print for performance
- **Execution + intelligence together**
  - Most vendors provide scores – EngageIQ applies them
- **Continuous optimization**
  - Learns and improves over time based on outcomes
- **De-risked with Proof of Concept (POC)**
  - Uses client data to model ROI and validate strategy before deployment
- **Replaces fragmented point solutions with a coordinated engagement strategy**

EngageIQ™ PostCare

Position to Win Summary

Benefit Statements

- Increase yield through personalized payment strategies
- Accelerate payments with digital-first engagement
- Reduce cost-to-collect (postage, labor, call volume)
- Improve self-service adoption → reduce inbound calls and staff dependency
- Deliver consistent, patient-friendly financial experiences
- Reduce operational complexity through vendor consolidation

Product Dependencies

- **Scoring Intelligence (Required)**
  - EngageIQ requires use of RevSpring's proprietary scoring models (propensity-to-pay, affordability, channel scoring, charity)
  - Without scoring → solution does not qualify as EngageIQ
- **Workflow Execution (Required)**
  - RevSpring must control or influence key engagement elements (channels, cadence, messaging, payment options, statement design)
  - Ensures prescribed strategies are executed to drive outcomes
- **System Integration**
  - Integration with client billing system / EHR (API or file-based)
  - Enables balance visibility, payment posting, and workflow execution
- **Communication & Payment Infrastructure**
  - Deployment of RevSpring communication channels (digital, IVR, print)
  - PersonaPay to enable personalized payment pathways
- **Data Availability**
  - Access to patient demographic, balance, and account data
  - Required to power scoring, segmentation, and workflow orchestration

Discovery questions

1. BILLING & ENGAGEMENT STRATEGY

Q: How are you engaging patients once a balance is generated?
Listen for:

- Generic outreach
- No personalization

2. PATIENT AFFORDABILITY & AWARENESS

Q: Do you feel like most patients can afford the plans you offer today?

- Are patients aware of payment plans, financial assistance, or financing options?

Listen for:

- Low awareness
- Misalignment between policies and patient reality

3. PERSONALIZATION

Q: How do you determine which patients get which payment options?
Listen for:

- Same approach for everyone
- Staff-driven decisions
- No scoring

4. VENDOR STACK & COORDINATION

Q: how many vendors are involved in your billing and payment experience today?

- How well are they coordinated?
- Any patient friction?

Listen for:

- Multiple vendors
- Disjointed experience
- Internal inefficiency

5. PATIENT FINANCING

Q: How are you determining which patients are offered financing?

- What does adoption look like?
- Do some patients use financing who could afford internal plans?

Listen for:

- Overuse of financing
- Lack of segmentation

6. COST-TO-COLLECT / OPERATIONS

Q: Where are you seeing the biggest costs in your billing process?
Listen for:

- Postage
- Call center burden
- Manual processes
- Labor dependency

7. PROOF / ROI

Q: Would you be open to analyzing your data to quantify opportunity?
Listen for:

- Need for ROI validation
- Interest in POC

PROOF

Proof / Outcomes

- 3–7% lift in yield
- Payments received ~6.5 days faster
- ~90% digital reach
- Up to 30% reduction in postage costs
- Increased self-service adoption
- Lower cost-to-collect
- Reduced call volume
- Improved operational efficiency

