

SOLUTION OVERVIEW

Product Description

Forms Blast is RevSpring's automated digital forms and outreach solution that collects missing or required patient information through intelligent, multi-channel engagement—reducing manual follow-up, improving data accuracy, and accelerating financial and operational workflows.

Ideal for use cases such as claims follow-up, COB, financial assistance, accident questionnaires, and eligibility gaps, Forms Blast captures key data such as updated demographics, insurance coverage details, claim and accident information, eligibility updates, household income, and other required documentation. Clients trigger outreach by sending scheduled engagement files that initiate automated OmniChannel journeys via SMS, email, and/or print. Forms Blast manages dynamic forms, reminders, secure data capture, and reporting through completion, while clients control the business rules that determine who receives outreach and why.

Product Features

- Automated digital forms campaigns (SMS, email, print fallback)
- Dynamic, logic-driven forms (conditional questions)
- AI-powered OCR for document and data capture
- Pre-population of known patient data
- Autosave and resume for patients
- eSignatures
- Daily return files and completed PDFs
- Reporting on outreach, completion, and response rates
- HIPAA-compliant secure portal

BUYER & END-USER ROLES

Title	What They Care About	What They're Responsible For
VP / Director of Revenue Cycle	• Reducing denials tied to missing information • Accelerating financial clearance • Increasing preservice collections • Lowering cost to collect	• Ensuring complete patient data before claim submission • Preventing revenue leakage from incomplete forms • Driving automation in outreach & intake
Patient Access Director	• Reducing manual follow-up calls • Improving intake completion rates • Faster turnaround on missing info • Staff efficiency	• Managing intake workflows • Monitoring form completion metrics • Reducing backlog of incomplete registrations
Financial Clearance / Eligibility Leader	• Accurate insurance information • Faster coverage validation	• Verifying coverage & eligibility • Collecting missing documentation • Preventing downstream billing delays

	• Reduced coordination-of-benefits issues • Earlier issue resolution	
Patients Completing Forms Digitally (<i>End User</i>)	• Easy mobile experience • Clear instructions • Secure data submission • Ability to complete quickly	• Providing insurance details • Uploading documentation (OCR capture) • Completing financial assistance or coordination forms
Registration, Access & Financial Counseling Teams (<i>End User</i>)	• Fewer manual data entry tasks • Higher digital completion rates • Clear visibility into status • Reduced patient callbacks	• Reviewing submitted forms • Resolving exceptions • Updating host systems • Following up only when necessary

Product dependencies

- RevSpring messaging infrastructure
- Optional EHR / PM system integration (file-based or API)
- Designated list of consumers to contact (flat-file or API)

VALUE AND POSITIONING

What problem we're solving

Healthcare organizations struggle to collect complete and accurate patient information, such as demographic details and insurance information, before key workflow milestones. Paper forms, outbound calls, and manual follow-up are slow, costly, and error-prone—leading to denials, delays, and staff burnout.

Value Prop for Provider

Forms Blast automates patient data collection at scale—capturing missing information before it becomes a problem, reducing staff workload, and improving downstream revenue cycle performance.

Value Prop for Payers

Improved data completeness supports eligibility accuracy, coordination of benefits, and reduced rework across claims and member servicing workflows.

Key Product Differentiation

- Campaign-based automation (not one-off forms)
- Multi-channel digital delivery (email, text, IVR) with print fallback
- Dynamic, logic-driven forms tailored to use case
- AI-powered OCR for faster, more accurate data capture

- Works across multiple preservice and post-care workflows

Benefit Statements

- Reduce manual phone calls and paper forms
- Improve data accuracy before scheduling, billing, or claims
- Accelerate financial clearance and eligibility workflows
- Increase patient response rates with digital-first outreach
- Free staff to focus on high-value tasks instead of follow-up

Discovery questions

- Where do you rely on staff phone calls to collect missing information?
- What % of patient data issues are discovered after the visit?
- How long does it take to resolve missing insurance or COB today?
- How many FTE hours are spent on manual follow-up each week?
- What happens when patients don't respond to initial outreach?

Listen For:

- "We're chasing patients for missing information"
- "Staff spend too much time on outbound calls for forms"
- "Paper forms are slowing everything down"
- "Patients don't complete forms before the visit"
- "We send forms once and hope for the best"
- "Our data collection is fragmented across departments"
- "We need to collect information before it becomes a problem"

PROOF

Key points

- Over 35% of forms completed using only digital outreach
- Forms typically completed within 2 days of sending

Sources

- Preservice Sales Training – Forms Blast materials (2024–2025)
- RevSpring Provider Solutions Deck – Forms Blast section
- Internal Forms Blast performance benchmarks