



Digital Transformation:

How Phillips County Health  
Systems Took Control of  
Patients' Financial Experiences  
to Reduce Cost, Drive Higher  
Yield and Improve Patient  
Satisfaction

A case study presentation  
for the healthcare industry

Loyale Healthcare, LLC

**Loyale**



**PHILLIPS COUNTY**

# **HOSPITAL AND MEDICAL CLINIC**

Phillips County Health Systems (PCHS) is a multi-facility healthcare provider in Phillipsburg, Kansas. The system was recently named a Top 20 Critical Access Hospital (CAH) by the National Rural Health Association (NRHA), based on its exceptional performance against the Hospital Strength INDEX, which evaluates hospitals based upon: inpatient and outpatient market share, population risk, cost, charge/value, care quality, patient outcomes, patient perspectives, and stability.

PCHS takes its relationship with the community very seriously. So when they saw an opportunity to improve their patients' experiences and positively impact their financial performance, they seized it.

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**In 2015, patient billing at Phillips County Health Systems was handled exclusively by a Central Billing Office. This meant that the patient's financial experience was completely out of their hands. For a top-20 health system with a reputation for great patient experiences, this form of 3rd-party billing and collections just didn't make sense anymore.**



In addition to maintaining better control of their patients' overall experience, the PCHS leadership team and the Board of Trustees were convinced that they could achieve better financial performance through improved efficiency and better patient collections.

Under leadership's direction, a search was conducted for a market-leading technology company with demonstrated expertise in a number of key areas including:

- Superior user interface – To ensure that staff and the community would embrace the new technology for optimal results, it had to be easy to understand and easy to use.
- Digital statement presentation – Patients needed to be able to see what they owed and either pay their bill, make arrangements for a payment plan, or follow up with questions – whether online or over the phone.
- Automated payment planning and processing – PCHS serves a diverse population with widely varying healthcare coverages and financial resources, so the new system needed to be able to present payment plans that would improve affordability and encourage more predictable payment behavior and outcomes. For those who choose a payment plan, the system had to work automatically to collect payments as scheduled with no staff involvement needed.
- Industry-leading payment processing – PCHS wanted to remove any obstacles to payment with a system that would accommodate whatever form of payment the patient preferred; major credit cards, ACH, checks, and even new payment methods. Additionally, processing fees had to be low so the system could also be used to process the growing number of insurer reimbursements being made by credit card.
- Minimally disruptive deployment, with a system that offered the flexibility to conform to PCHS's EMR, point solutions, workflows and IT requirements.

Following a rapid search driven by the urgency of the issue, PCHS selected Loyale Healthcare because of its industry-wide footprint, exceptional technology, and the company's reputation for superior support from beginning to end.



Working in partnership with PCHS, Loyale worked closely with PCHS Revenue Cycle Director Codi Cox and other stakeholders to design, configure, test and launch the new PCHS payment portal in just 90 days, with Loyale staff onsite prior to and during launch. As a safety measure, PCHS continued to operate its incumbent billing systems in parallel for the first 60-days.

To ensure that patient payers understood they were still in the caring hands of PCHS, the new portal was branded for PCHS. PCHS then began promoting the new resource to its patients via statement messages, links on their website, signage posted at admissions, and during phone and in-person conversations. The benefit and convenience to patients sent a compelling message. Now patients could see their bills and pay them, all at once or as part of a payment plan. And they could do it whenever and wherever they wanted.

Staff and patients enthusiastically embraced the new system, commenting on the system's convenience and ease of use.

In its first year, patient billing over the new PCHS/Loyale portal resulted in the following outcomes...

- Patient enrollment in payment plans increased by more than 6 times, resulting in automated payment processing, more predictable collections and higher paid-in-full accounts.
- Staff productivity was improved dramatically as fewer accounts required personal attention by billing or collections staff, with positive impacts on patient sentiment and satisfaction.
- Prompt patient payments-in-full grew dramatically as patients responded to PCHS's early pay incentive, which the system automatically calculates and presents to patients until the amount due exceeds thirty days.

Phillips County Health Systems now has the satisfaction of knowing that every dimension of its patients' care experience is within its control. And with Loyale's 5-Star customer support, they rest easy knowing that their staff and patients are never more than a short phone call away from friendly, expert, and professional assistance.

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Phillips County Health Systems recognized that using a third party to collect from their patients wasn't good enough.

Leadership understood that, to a patient, the financial experience is important - too important to trust to someone else. And as the importance of patient revenue continues to grow, it's a decision more and more providers all across the country are making.



*Authentic patient financial engagement is a complicated challenge that demands a sophisticated solution.*

*Visit [www.loyale.us](http://www.loyale.us) or contact a Loyale sales executive at [info@loyale.us](mailto:info@loyale.us) to learn more*



## Loyale Patient Financial Manager™

Loyale Patient Financial Manager™ is a comprehensive patient financial engagement technology platform leveraging a suite of configurable solution components including predictive analytics, intelligent workflows, multiple patient financing vehicles, communications, payments, portals and other key capabilities.

Loyale Healthcare is committed to a mission of turning patient responsibility into lasting loyalty for its healthcare provider customers. Based in Lafayette, California, Loyale and its leadership team bring 27 years of expertise delivering leading financial engagement solutions for complex business environments. Loyale currently serves approximately 2,000 healthcare providers across 48 states. Loyale recently announced an Enterprise level strategic partnership with Parallon including deployment of its industry leading technology to all HCA hospitals and Physician Groups nationwide.