Simple concept, but how do you do it while keeping costs under control? Organizations are finding that shifting from mailers (estimated at $10 per piece!) to phone-based communication allows for increase in volume without additional cost.

The goal is to spend less time MAKING outreach and more time TAKING incoming response. Much of your A/R outreach can be automated, and since it can dramatically increase your contact volume, you’ll spend more time handling responses from patients.

The average American receives about 20 pieces of mail per week. How many of your mailed statements are accidentally tossed in the trash or collect dust in a pile on the patient’s kitchen counter?

If you’re reaching out to patients by phone, there’s an optimal time of day to do it. Data shows that calls after 5:00 p.m. are 45% more effective at achieving a response.

Use proper tones as accounts progress in the cycle. While a friendly tone is most effective early in the cycle, “sunshine and daisies” isn’t always best as accounts pass 90 or 120 days. Adjust your tone to match the severity of the delinquency.

Time is money. Average recovery of an account that reaches 90 days past due? Only 74%. 120 days? A dismal 65%. And it gets uglier from there. Early outreach gives you the best opportunity to maximize dollars collected on each account.

The majority of your A/R accounts are “lazy payers”, meaning they just need a quick reminder to make payment. Automated notifications are a great way to nudge these accounts.

Automating with the “lazy payers” lets you steer agents toward higher value accounts that are more problematic. Place your agents where their expertise is needed most!

There’s nothing more frustrating than communication without an opportunity to respond. Automate the outreach, but also be sure to include an option for the patient to make payment, talk with the staff or simply leave a message.

If you’re going to let patients pay by phone, why not TOTALLY automate that process? Rather than storing credit card info, a third-party vendor can help you securely process those payments and save loads of time for the staff.