

# Advanced Propensity to Pay

## Increase patient pay collections and improve engagement at a lower cost

The Waystar Advanced Propensity to Pay combines the power of predictive analytics, proven work routines and tailored communications to improve both patient pay collections and the patient experience.



### AWARDS + RECOGNITION

**2020 BEST IN  
KLAS® (CLAIMS &  
CLEARINGHOUSE)**

**#1 BLACK BOOK  
AWARDS (SINCE 2012)**

**2020 FROST & SULLIVAN  
CUSTOMER VALUE  
LEADERSHIP AWARD**

### The challenge

Due to the adoption of high-deductible plans and regulatory changes, patient balances are on the rise, making patient collections increasingly difficult. Historically, patient-pay receivables were lower than 10% of total A/R. Today, patient-pay receivables are now nearly double and are on a trajectory toward 30%. Compounding this problem, most billings have historically been to payers or business-to-business. The shift to billing and collecting from consumers requires new strategy, skills and tools. Additionally, these changes have made it difficult for revenue cycle teams to determine how to best prioritize accounts, collect cash and prevent bad debt.

### Waystar solutions

The Waystar Advanced Propensity to Pay combines the power of predictive analytics, proven work routines and tailored communications to improve both patient pay collections and the patient experience.

#### Predictive Analytics

Use the power of Waystar Predictive Analytics to stratify accounts based on the risk of collecting payment and how much they will pay. Unlike competitive scoring solutions that solely use the probability of payment, Waystar focuses on value which helps drive improvements in your bottom line. Additionally, Waystar does not use credit scores, eliminating “soft credit check hits” that can cause patient dissatisfaction.

**FAST IMPLEMENTATION | SEAMLESS INTEGRATION | INTUITIVE UI**  
**ADVANCED ANALYTICS + REPORTING | EXCEPTIONAL CLIENT SUPPORT**

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### Workflow

Waystar Advanced Propensity to Pay includes best practice work routines. The frequency and volume of calls, messaging, texts and other outreach can be configured to fit with a provider's capabilities and capacity. Healthcare organizations can leverage analytics to strategically place certain accounts with agencies to arbitrage fixed and variable costs. This allows for the ability to keep the easier-to-collect accounts in-house while outsourcing the accounts that need more experienced resources.

### Performance Management

Access reports and dashboards that go beyond the typical volume and summary reports available in other systems. Understand the account collection rate performance by scoring segment and collector productivity.

### Tailored Communications

Contact the right patient with the right message at the right time. Maximize your outreach efforts by matching message content and method to patient payment characteristics, improving engagement and desired behaviors.

# 10%+

Increase in first-year cash yield

# 20%

Up to 20% decrease in collection cost

# 100%

Evaluate 100% of patient accounts

# 3-5%

Increase in subsequent year cash yield

## The Benefits

### Increase net income

Waystar determines economic value and the expected payment patterns of BAI and uninsured patient accounts to prioritize collection and improve follow-up efforts.

### Optimize in-source/outsource strategy

Via an optimal in-source / outsource strategy, leverage your staff and technology to keep the easy-to-collect accounts and outsource the accounts that require additional effort and resources.

### Enhance patient satisfaction

Contact the right patient with the right message and timing.

### No soft hits

By leveraging patients' socio-demographic and behavioral data in lieu of credit data, avoid soft hits on credit reports.

### Improve staff productivity

Match work routines, reduce wasted effort, and optimize outreach by gaining comprehensive understanding of your patients.

## Get in touch.

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### ABOUT WAYSTAR

Waystar simplifies and unifies the healthcare revenue cycle with innovative, cloud-based technology. Together, our technology, data and client support streamline workflows and improve financials for our clients, so they can focus on their patients.