



# Apex Connect™

## Personalized Patient Financial Communications

Right Message. Right Place. Right Time.

Just as everyone has a very personal healthcare experience, patients also have unique financial needs and preferences that affect how, when and if they pay their bill. Healthcare providers can no longer apply static billing and/or payment technology to a diverse patient population and expect optimal results. Apex Connect™ is an intelligent, dynamic communications engine that leverages patient data to automatically match financial conversations to each patient's unique profile, substantially increasing payments collected, reducing costs and improving the patient experience. The intelligence behind this tool is based on Apex's 20 years of experience in analyzing patient payment trends.

Patients today have many choices when they are selecting healthcare providers. Providing them with a sense that you "understand them" through personalizing their billing and payment experience will drastically increase the likelihood that they choose your facility again in the future. Apex Connect helps you do just this – communicate with patients in a way that demonstrates they mean more than just their balance.



## Features

### Patient Segmentation

Apex Connect uses patient payment history, billing and cycle data, demographics, and propensity to establish patients into segments that have similar characteristics and/or behavior patterns.

### Outline Desired Outcomes

After patients are segmented, goals are established. Specifically, desired actions from each patient segment are outlined.

### Messaging Library

Messaging libraries are then established and dynamically assigned to campaigns that target distinct patient segments to achieve the specific results.

### Connect at the Point of Interaction

The messages are presented at every patient touch point throughout the revenue cycle including: at the point of registration, at the front desk when they arrive for their appointment, on printed billing communications, online, in email and text communications, over the phone, etc.

### Analyze and Optimize

Results, such as online payment performance, electronic delivery adoption, behavioral trends, and patient satisfaction are measured and reported by patient segment. This insight into performance against goals helps the business office make intelligent decisions about alternative messaging campaigns, communication strategies, and billing options to optimize results.



## Levels of Apex Connect

Whether you're looking for a truly personalized financial experience across all patient touch points or simply want to improve patient financial performance – Apex offers a Connect platform to meet your individual goals and budgetary needs.

### Apex Connect Messaging Platform

Fundamentally, Apex Connect utilizes targeted messaging to drive overall payment performance. That alone can yield millions in financial results – and render a huge lift in patient satisfaction.

### Dynamic Messaging Campaigns

With Apex Connect, we can segment patients into groups that tend to have similar needs and behaviors when it comes to making healthcare payments. These targeted messaging campaigns are based on additional parameters, like balance due, past payment performance, channel preference, etc. With Dynamic Campaigns, the messages we use to drive action for patient segments are not only appropriate for the desired outcome, they are appropriate for the patient.

### Behavioral Insight

At any stage, Apex can apply behavioral data or propensity to pay scoring to enhance our understanding of your patient population in general, and as individuals. This allows us to apply understanding about likely payment behavior before we have specific history on a patient – and truly personalize their financial journey.

## WHY APEX?

Unlike other solutions that merely promise ease, Apex Connect goes beyond to deliver a patient experience that's personalized. The results are better for providers and patients:

- Communicating with patients in a way that shows them you understand their needs, preferences and propensity, increases their likelihood to pay.
- Providers can reduce costs by being smarter about the payment options offered to patients based on their tendencies.
- Demonstrating empathy during patient financial engagement safeguards patient loyalty.