

Shifting the Patient Financial Conversation to Pre-Service

AdventHealth is transforming the way that patients interact with their healthcare bills by providing a consumer-oriented experience that starts at pre-service. By partnering with Simplee by Flywire, AdventHealth engages patients ahead of their appointment with a personalized cost estimate that provides pricing transparency and enables convenient pre-service payments.



- Nearly 50 hospitals in 9 states
- More than 5 million patients annually
- Cerner EHR

The Challenge

Patients have become increasingly responsible for the cost of their healthcare, and they want to understand their bills prior to care. AdventHealth is challenging the status quo of healthcare billing, which can be riddled with confusion and surprise bills, instead providing a personalized experience that is centered around the consumer.

Consumers Are Unaware of Costs

93% of consumers were surprised by a medical bill last year¹

Consumers Want to Know Their Responsibility

88% of consumers want to know their payment responsibility upfront¹

Consumers Want Estimates Online

81% of consumers want an online estimation tool for provider visits¹

1. InstaMed, Trends in Healthcare Payments Ninth Annual Report: 2018

The Solution

AdventHealth engages patients earlier—before they even set foot in their provider’s office—with automated appointment reminders that provide estimated out-of-pocket costs and prompts them to make an initial payment.

Address Affordability

Provide cost estimates and payment options personalized to the individual

Increase Pre-Service Collections

Capture revenue earlier and minimize future outstanding accounts receivable

Streamlined Administration

Automated estimation and payment process save time for staff and convenience for patients

The Results

41%
increase in
overall collections

~\$450
average payment
(4x post service payment)

8%
decrease in
no-shows

64
Net Promoter Score
(3x the healthcare average)

“One of the most important things to the consumer is receiving an estimate of their care bill that takes into account their individual insurance coverage and tailors it to their experience.”

-**Timothy Reiner**, Senior Vice President, Revenue Management

“It is nice to know ahead of time what the charges will be, and pay now rather than at the appointment.”

-Patient, **AdventHealth**