Sirono Patient Receivables Suite Case Study

Simplifying financials, increasing payments and inspiring patient loyalty

Customer Profile

Medium-sized regional healthcare provider

- Two hospitals
- Multiple physician clinics
- Reference laboratory

Before Sirono

The overly complex and siloed structure of our customer's financial system inhibited collections, increased the cost to collect, and detracted from patient loyalty. Most notably, each entity used a different patient accounting system (PAS) and ran their own billing operations.

- The hospitals, clinics and lab billed separately
  - Some of the clinics are joint ventures, requiring further billing separation
- The hospitals and clinics had their own payment portals
- Each entity used a different outsourced collection service

For patients, a single episode of care could result in a series of complex and confusing financial transactions: numerous bills to review, different patient portals to navigate, multiple billing representatives to call, and different collection agencies to negotiate with. The result was a continual decline in patient payments coupled with stagnating patient acquisition.

Looking for Answers

Leaders of this healthcare organization understood the source of their problem—a negative patient financial experience. The first attempt at solving the problem was to bring patient collections in-house. But none of the PAS systems in place could aggregate bills and provide an effective means for agents to interact with patients.

So they made a strategic initiative to find a cost-effective means of aggregating billing statements under a guarantor, providing one streamlined portal, and unifying customer service teams.

About Sirono

Sirono provides technology and service solutions that increase patient payments, decrease the cost of collection, and improve patient loyalty. Built on the Salesforce HealthCloud platform, Sirono's products integrate with healthcare providers of any size and scale.

- **Guarantor-centric revenue cycle management** that offers a complete view of a patient's financial activities
- **Smart patient financial engagement** to meet and exceed their expectations at every stage of the financial experience
- **Capitalizing on consumer trends** by using Salesforce, the world's #1 customer service platform
- **Operational efficiency gains** with self-service tools, a progressive phone dialer, and workflow automation
- **Expert services** from business process design and change management to call center staffing and training

Sirono's clients have realized up to a 35% year-over-year increase in patient payments.

35%
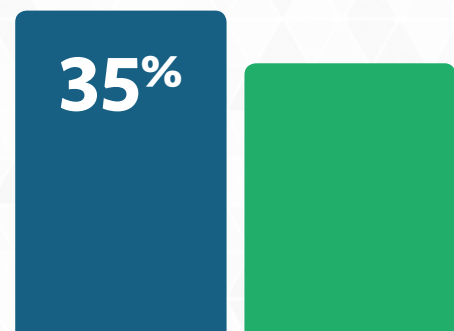
The Patient Financial Experience Solution

This healthcare organization found a partner in Sirono. Our cloud-based solutions integrated with the customer's disparate PAS systems and streamlined their entire approach to patient billing and engagement.

Sirono Patient Receivables Suite

Our engagement platform provides every patient's financial information in a single pane of glass along with the tools for seamless patient interactions.

- Aggregates financial data for a guarantor and their dependents
- Displays a patient's entire financial relationship with an organization
- Provides integrated phone, email, live chat, text or mail
- Posts payments and pushes all data into the appropriate HIS/PMS in the required format

Sirono Patient Financial Portal

Our easy-to-use, self-service portal allows guarantors to manage every aspect of the payment process without help from customer service agents.

- View every family member's financial obligations in one place
- Create payment plans within an organization's guidelines
- Pay with one click through credit, debit, flex card or eCheck
- Access important documents such as statements and receipts

Sirono Analytics Suite

Our data management platform aggregates patient financial KPIs across an entire organization, enabling accurate forecasts and advanced financial management.

- Track and report on staff efficiency and patient financial metrics
- Measure across agent, guarantor and more in real time
- Drill down into detailed reports behind the metrics
- Create customized dashboards for operational goals

	Before			After
	HOSPITAL	**PHYSICIANS**	**LAB**	**SIRONO**
Statement	🖹	🖹	🖹	🖹 — H,P,L
Patient Portal	🖥	🖥	✕	🖥 — H,P,L
Customer Service	🎧	🎧	✕	✋ — H,P,L

The Results

A patient financial experience with real ROI

Our customer has significantly increased collections, decreased the cost to collect, and improved patient satisfaction. The financial benefits and operational improvements continue to grow.

- Patient Payment Increase Over Outsourced Collections Services: 20%
- Decrease in Collection Costs: $205,924 Annually (EST)
- Decrease in Statement Costs: $25,000+ Annually (EST)
- Decrease in Portal Software Costs: $30,000+ Annually (EST)

FIRST YEAR OVERALL ROI:

11X

sirono salesforce health cloud

Increase patient payments and loyalty to your healthcare organization.

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