

Healthcare Fintech Series

Creating a Digital-First Healthcare Payment Experience

Adapting To Consumer-Facing
Technology Demands



Your Presenters



David Schulz

Chief Operating Officer
Salucro

David is responsible for the product, technology, and client operations at Salucro. With over 25 years in healthcare technology, his experience and leadership have been focused on developing and delivering technology-driven business services and solutions, strengthening partnerships, providing outstanding client service, and driving efficient growth.



Tyler Eppley

VP – Head of Healthcare Payment
Solutions U.S. Bank

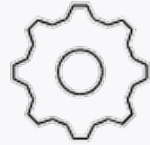
Tyler Eppley is the Vice President, Head of Healthcare Payment Solutions at U.S. Bank and has worked exclusively with providers for over 15 years to optimize revenue cycle operations and improve the patient experience.



Deep Experience with a dedicated
Healthcare Team



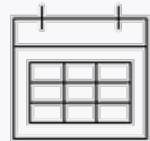
Leaders in Payment Security



Integration with Complex Enterprise
Systems



Partners with Leading Technology
Providers



We Care. Our Team is Helpful,
Knowledgeable and Available 24/7.



Elavon is one of the nation's largest healthcare focused processors offering cost effective payment solutions to help you securely collect more payments with less effort.

Our dedicated healthcare team is committed to helping our healthcare clients securely and seamlessly process payments, helping you deliver a better patient financial experience and generate more revenue. Learn more at www.elavon/healthcare.

Healthcare is complex. Patient billing and payments don't have to be.



Provider platform for agent-assisted payments



Mobile and text-initiated patient financial engagement



Online experiences for patient self-service



IVR offerings for automated patient payments



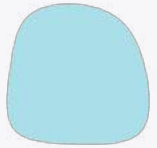
Patient-friendly billing and statement solutions



Choosing the Right Technology

Top 5 Considerations

- Advanced Patient Engagement
- Modern Payment Acceptance
- Integrated Services
- Ability To Adapt
- Security & Compliance



The Impact of COVID-19 on the Patient Payment Experience

76%

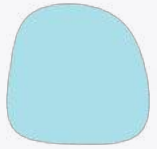
of consumers are concerned about payment device sanitation

65%

of consumers used telehealth last year and 69% want it expanded

58%

of consumers prefer contactless payment options



Current State of Healthcare Payments

Healthcare is Moving Toward a more Integrated, Data-Driven Experience.

25%

of consumers are using contactless payment options

23%

of consumers are paying through the patient portal



Advanced Patient Engagement

A Patient-Centric Payment Experience

Consumers expect better communication and convenience.

70% of consumers say positive online reviews are crucial when selecting a healthcare provider

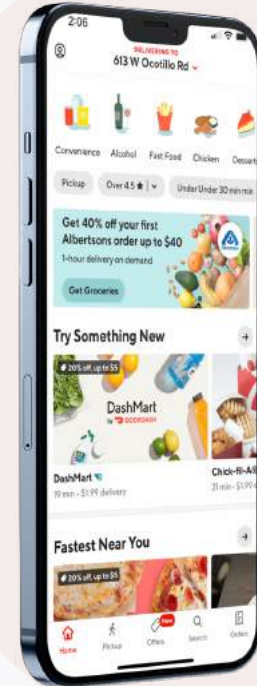
46% of consumers rate the healthcare industry as the most difficult to make a payment

32% of consumers say the availability of contactless payment options improves the perception of the provider





Offering a Digital Billing and Payment Process



Digital Experience

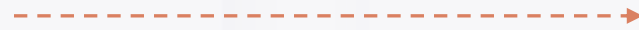


Creating a Better Digital Front Door

Optimizing Patient Portal Engagement

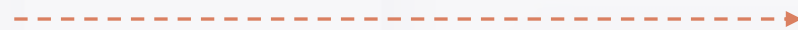
What It Means to Consumers

Print & Digital Statements



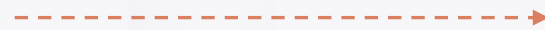
Engaging Digital Experience

EHR Compatibility



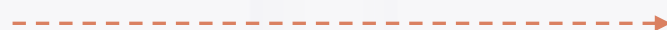
Integrated User Workflows

Advanced Patient Engagement



Retail-like Payment Experience

P2PE, PCI, HIPAA, SOC II

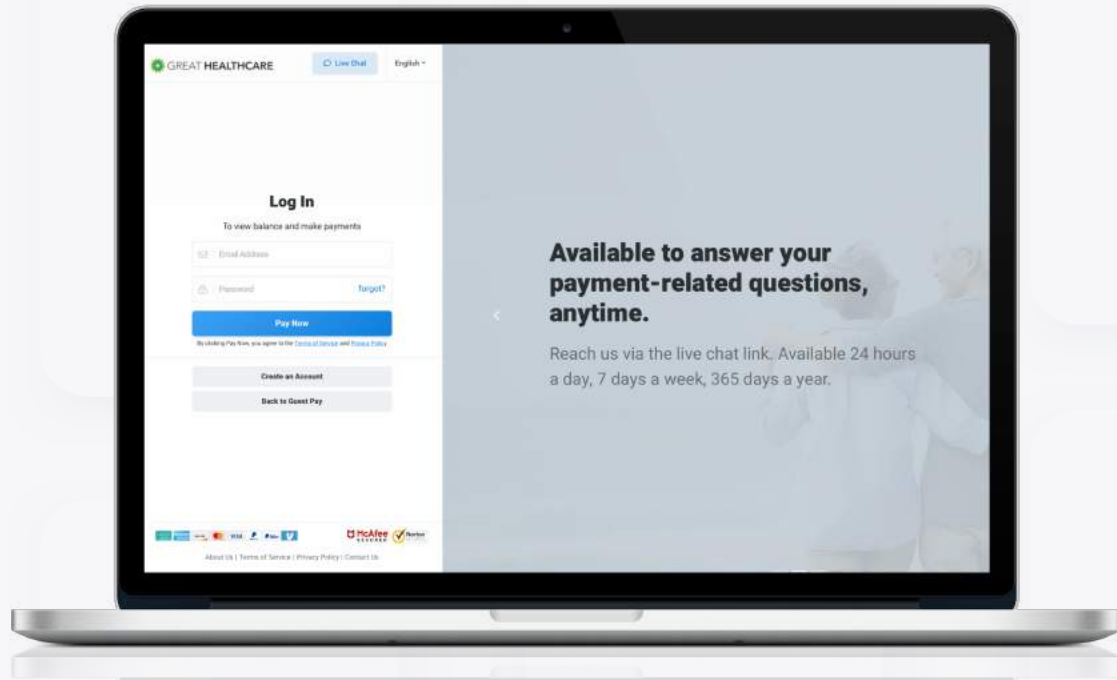


Secure Patient and Payment Data



Ability to Adapt

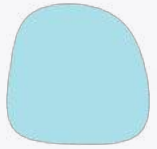
Meeting Consumer Expectations



Reducing Costs & Providing Convenience to the Patient

Digital-First Approach to Payments

Simplified Billing and Payment Process



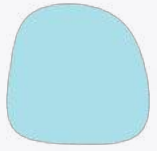
Protecting Client and Patient Data

35%

of consumers indicate security is the reason they'd like their healthcare provider to improve their digital payment options

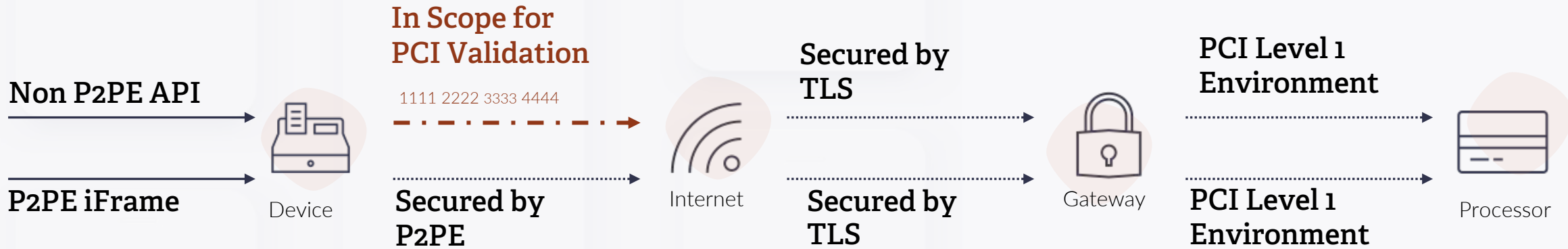
55%

are worried about security when paying healthcare bills via a mobile app.



Integrated Security Approach

How does a P2PE PCI Validated Solution Protect Patient Payment Data?





Key Takeaways

Choosing the Right Technology

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- Integrated Services
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Q&A



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