

# How University Physicians' Association Increased Patient Payments 43% with Mobile-First Billing

Inundated with patient phone calls and a complex process for posting charges across multiple patient accounts, University Physicians' Association (UPA) Vice President, Christy Bailey, knew it was time to streamline their Revenue Cycle Management (RCM) operations and extend a patient-friendly financial experience to patients and caregivers. A trusted advisor to medical practices across East Tennessee, UPA manages medical billing services for over 500 physicians in Knoxville, TN. When it came to choosing a partner to help them revamp their patient billing process, Bailey knew they would need someone sophisticated enough to handle their complex customer base.

*Flexibility was key to meeting patient needs.*

To UPA, a patient-centered billing experience meant accommodating varying demographics. They needed the ability to extend self-service tools like mobile payments to the majority of patients who want this kind of access without neglecting patients who still prefer to interact over a phone call. Relatient's patient-facing solutions allowed UPA to accomplish this while also streamlining back-end operations.

UPA staff can now take one patient payment and apply it appropriately to multiple balances without closing and opening multiple programs. Additionally, Relatient's bi-directional integration with Greenway means mobile payments are auto-posted to the appropriate patient accounts, as designated by the patient, something many payment solutions can't do.



*The impartial distribution of patient payments is so incredibly important as an RCM vendor, we vow to represent each provider entity equally, that's something MDpay does for us. With MDpay and patient balance messaging, we give each patient a unique payment link via text and email, and when they click on the link it shows them all their current balances and empowers them to indicate where they want to attribute their payments. - Christy Bailey, UPA Vice President*

## Challenges & Needs:

- Manual payment posting was complicated and time consuming and
- Needed impartiality built into the payment system
- Needed to make it easier for patients to make payments as they absorb more financial responsibility

## Solutions:

- MDpay & Patient Balance Messaging
- Custom Central Billing Office Solution

## The Results



**43% increase** in patient payments



**7% increase** in monthly provider revenue



**57% of monthly payments** now made digitally



**10.5% reduction** in A/R days



**20-day reduction** in average self-pay days