

Case Study — Banner Health

Banner Health is one of the largest, nonprofit healthcare systems in the United States with 30 facilities in seven States. Banner Health offers an array of services, each with the mission of making a difference in people's lives through excellent patient care.

Challenge:

Banner Health identified that to better serve their patients they needed to offer new services such as Online Bill Presentment and Payment. As Banner Health continued to grow, it was imperative to provide alternative billing and payment options for their patients to ensure better payment results.

Solution:

BestBill custom designed an Online Bill Presentment and Payment solution that allowed Banner Health's patients to access and pay their bills online. The BestBill solution allowed patients to quickly and securely enroll to receive online statements with the option of paying bills 24 hours a day, 7 days a week. This process resulted in an immediate acceleration of cash payments that hit Banner's bank as well as an increase in online collection of bad debt. In addition, the BestBill online solution reduced both postage costs and labor dollars.

Results:

Savings in the first year: \$ 40,000.
60,000 patients enrolled in online bill presentment and payment
Increased collections of bad debt
Estimated reduction in billing headaches: Priceless

The "Emphatic Great"

"BestBill has been a great company to work with since we first began our relationship with them, and this effort was equally so. They are innovative, resourceful and responsive in meeting our needs and requests on this project as we refined and enhanced it and as we roll it out to Banner's other divisions."

– Dave Walters,
System Director, PFS Operations
Support,
Banner Health

Banner Health

Background

Banner Health is one of the largest, nonprofit healthcare systems in the United States with 20 facilities in seven States. Banner Health offers an array of services, each with the mission of making a difference in people's lives through excellent patient care.

Opportunity

Banner Health identified that to better serve their patients they needed to offer new services such as Online Bill Presentment and Payment. With the increased use of technology in everyday life, patients began requesting alternate methods for receiving and paying their bills. Patients wanted the ability to review bills and make payments 24 hours a day. Just as important, Patient Financial Services wanted to easily reconcile patient payment transactions as well as import those transactions directly into their billing software.

Real Results

BestBill worked closely with Banner Health to understand their online bill payment needs and the needs of their patients. BestBill developed a custom branded solution which directly interfaces with Banner Health's website. This allows their patients to view and pay their bills online, review their bill history and pay outstanding balances all via credit card; safely and securely. The convenience and ease of use greatly enhanced patient satisfaction. Not to mention the additional marketing opportunities as patients are now using the Banner web-site.

And, BestBill easily worked with Banner's merchant vendor of choice while developing another billing solution; creating the ability to capture patient payment transactions, reconciling them and importing the data directly into their billing software. With this complete online bill pay solution BestBill helped Banner create an additional channel to deliver patient bills, statements and notices. And, Banner was now able to capture payments, reconcile and post these transactions directly into their system...more quickly and with less people than ever before.

"The response we have received from our patients signing up for online billing has been tremendous and we could not have achieved that without BestBill's expertise," says Dave Walters, System Director, PFS Operations Support. "We are a long term customer of BestBill and they consistently bring innovative billing and payment solutions to us to that save time, money and get us paid faster."

Walters says, "We had patients enrolling and submitting payments within three days of receiving their bills. BestBill offered a solution that provided outstanding results and fulfilled our goal to better serve our patients."