

RURAL HOSPITAL: STEELE MEMORIAL MEDICAL CENTER

Steele Memorial Medical Center's
Multiple Patient Payment Methods
Increase Collections by More Than
400%

Steele Memorial Medical Center (SMMC), an Idaho-based critical access hospital, has proudly served the people of the Salmon and Lemhi River Valleys since 1950. As the hospital has grown to become a national leader in rural healthcare delivery, ensuring revenue cycle best practices and payment solutions became a strategic priority in the hospital's long-term financial sustainability goals.

A Comprehensive Approach to Payment Solutions

SMMC, recognized as one of the country's top 20 critical access hospitals, embarked on a new payment solutions strategy as the hospital grows to serve its rural Idaho community. In search of complete payment solutions, SMMC tapped Professional to deliver revenue cycle support, patient payment options, and compliance oversight as the hospital had to meet new measures set out by the Idaho Patient Act.

To address the entire revenue cycle process, Professional first evaluated SMMC's entire system and processes, in search of opportunities to optimize them and boost efficiency. With recommendations and on-site support that improved AR days, trained staff on process flow improvements increased point-of-service cash deposits, developed smoother processes for eligibility verification, reduced denials, and more, the SMMC staff gained the back-office support they needed to improve the patient payment experience as well.

“Professional’s payment solutions have truly helped us to better support our patients as they manage their financial responsibility. By providing several options for outreach and payment, including payment plan support, we are meeting patients where they are and giving them a secure, seamless process to make financial arrangements.”

***-Annie Satterley, Revenue Cycle Director,
Steele Memorial Medical Center***

Payment Options Give Patients the Flexibility They Need

As a healthcare provider, it's important SMMC provides patients with multiple channels to take care of their financial responsibility after receiving care. In April of 2021, SMMC tapped Professional's omnichannel engagement solutions to deliver respectful, convenient, and compassionate financial services to the patients they serve.

Professional's omnichannel engagement reaches SMMC's patients via their preferred channel and they can choose to interact through a variety of methods including traditional calls, Interactive Voice Response (IVR), direct mail, text messaging, push notifications, email, live chat, and a consumer portal or mobile app.

SMMC's payment portal, while managed by Professional, has the look and feel of the hospital's brand, providing patients with a seamless experience. Patients enjoy the account transparency provided by the portal where all account details are in one place. It also provides a payment estimator tool that assists patients in determining the best payment plan for their budget and how interest will impact the life of their account.

By using this multi-channel approach, SMMC experienced a more than 400% increase in patient payments, through the portal alone, in just a seven-month period.

Omnichannel Approach



Consumers can interact with their accounts through a variety of channels; traditional calls, IVR, direct mail, text messaging, push notifications, email, live chat, and a consumer portal or mobile app.

Professional Payment Solutions Tackle New Compliance Measures

In addition to offering new patient payment channels, Professional's omnichannel payment solutions also helped SMMC meet new guidelines set by the Idaho Patient Act. With Professional's oversight and solutions, SMMC was able to quickly pivot to make the changes needed to ensure compliance and continue to capture payments with ease.

"Compliance measures are ever-evolving in healthcare and it's important we support our customers throughout these changes that are often complex," said Tammie Coon at Professional. "By providing our solutions and guidance, our goal is to relieve SMMC from the task of tackling these new measures so the hospital can focus on what matters most – providing excellent care to the patients they serve."

Professional's automated solutions and compassionate approach simplify compliance measures. With the company's use of analytics to help ensure patients are contacted at the right time and in the right manner, Professional has earned a reputation for excellence with a 99.99% complaint-free track record and an A+ rating from the BBB.

Professional's positive approach

- *Respectful, highly trained team members engage people positively*
- *99.99% complaint-free*
- *A+ rating from the BBB*
- *Patients are connected to financial assistance when necessary*
- *The use of science and analytics helps ensure that every patient is contacted at the right time and in the right manner*

About Professional

Professional makes the lives of providers and consumers easier by incorporating innovative tools, behavioral science, and analytics to improve financial engagement and resolve financial obligations. With more than 85 years of experience,

Professional is an industry leader in accounts receivable management, offering services under two service lines, Professional Credit, debt-collection services, and Ensource early-out self-pay services, that yield higher than expected results while treating consumers with the utmost respect.

