

The logo for HealthPay24, with "Health" in green and "Pay24" in blue. The background features a white background with large, light gray circular shapes in the top corners. A series of concentric, curved bands in light blue, dark blue, and green sweep across the bottom half of the page. A thin black line with small orange and black dots follows the curve of these bands.

HealthPay24[®]

**REDUCING BAD DEBT
WITH FLEXIBLE
NON-RECOURSE
FINANCING SOLUTIONS**

INTRODUCTION TO NON-RECOURSE FINANCING

02

Exploring various patient payment options is becoming increasingly important for health systems, hospitals, and practices as more patients take on greater financial responsibility for their healthcare costs. For example, **68% of patients who owed \$500 or less** and were not involved in a patient financing plan did not pay off the full balance in 2016, according to a June 2017 TransUnion survey. TransUnion predicts that that number will jump to 95% in 2020.

95%

Will Not pay off
their full balance

In addition to the staggering numbers discovered by the TransUnion survey, a 2016 article written by Forbes found that 50% of Americans have less than \$1,000 in their savings account; 39% of Americans have **no savings at all**, and; 63% of Americans **don't have enough savings to cover a \$500 emergency**.

39%

Americans have no
savings account

Americans are increasingly unlikely to be able to afford their healthcare due to higher deductibles and the increase in patient responsibility. While uncompensated care has declined, it is primarily due to an increase in the number of individuals with Medicaid and commercial insurance coverage; however, even those with insurance have a hard time paying down the amount due.

63%

Americans cannot
cover a \$500 emergency

Given this data, patient self-pay responsibility is increasing, and it is more important than ever before to assist patients in meeting their out-of-pocket expenses by offering flexible financing solutions.

Giving patients better options will not only get you paid faster, but also give your patients a better overall experience.

This eBook will explore solutions around non-recourse financing for patients, how the process works, and how this can significantly increase payment revenues at your practice.

Data shows that **90% of patients** would return to a healthcare facility that offers a loan program. Given this, healthcare providers should want to equip patients with options that will allow them to pay their bills and to want to come back to the facility. While there are many upsides for patients, there are even more benefits to providers.

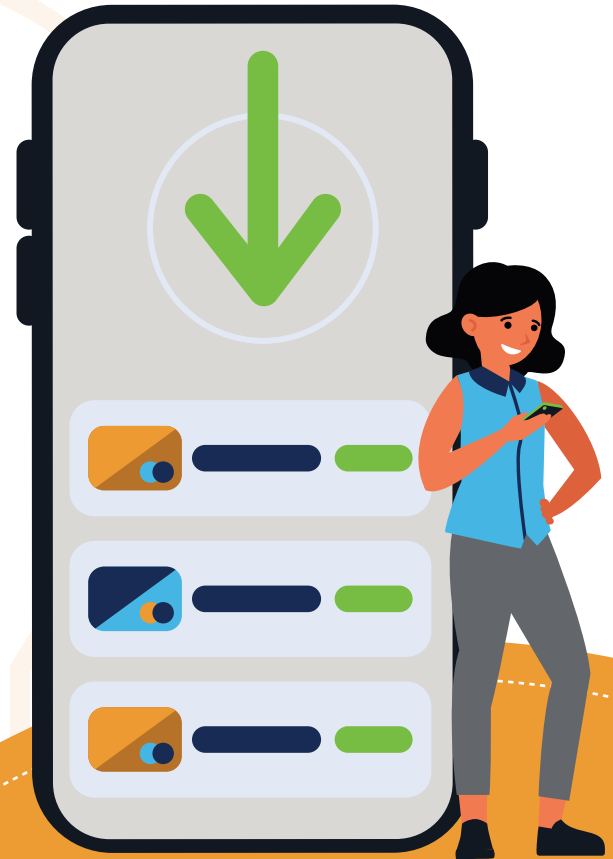
1 **FIRST**, providers quickly experience increased payment revenues, adoption, and satisfaction rates across the entire healthcare enterprise. Given the aforementioned data, Americans are unable to pay for their healthcare, given a variety of factors. Prior to offering non-recourse financing options, healthcare providers would often operate at a loss as patients were unable to pay their bills. Since patients will be able to pay their bills, albeit over a period of time, providers will quickly see an increase in revenue and patients will feel supported and more satisfied with their overall experience.

2 **SECOND**, providers are able to improve results by collecting more of the patient's responsibility faster, and at a lower cost with no risk as these bills will be paid in full. Providers are virtually guaranteed payment when they provide multiple options that fit a variety of budgets, which most non-recourse companies offer. Providers know that no two patients are alike, so offering various payment options is essential to ensuring that patients pay their bills and feel supported by their provider.

3 **THIRD**, non-recourse companies are able to help providers serve more patients. Patients will be able to attend initial and follow up appointments without fear that they will not be able to afford the care they are receiving. They will also be more inclined to go back to that provider because of the financing options that were provided to them.

87% While critics have stated that non-recourse loans are alienating to a large percentage of the population as patients will have to have a certain credit score in order to qualify, some partnerships can make non-recourse loans readily available to **87% of the total credit population.**

Sending patients a bill they cannot afford means that the invoice will not get paid. Whereas offering non-recourse loan options increases the likelihood of providers getting paid as patients have the flexibility to pay over a period of time. Offering a variety of non-recourse loan options is beneficial to both the patient and the provider.



HealthPay24 offers an industry-leading patient payment engagement solution that is dedicated to streamlining the patient billing experience and creating a more straightforward method for collecting healthcare payments. With that, we have a passion for giving patients options when it comes to meeting their healthcare financial obligations.

By partnering with an innovative technology solution, we are making care more accessible, alleviating stress related to paying for care, and minimizing the risk providers bear for uncollected payments. For more information on how we can help meet the needs of your practice with our fully automated, patient-driven billing software, get in touch with one of our experts today.

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