# How Accelerating Credit Card Capture Helps Your Care Center

Encouraging staff to capture patient credit card information on file has been shown across Unified affiliated care centers to have a positive impact on overall revenue and to allow quicker and more complete payment collection. Among Unified affiliated care centers who use this approach, there is a direct positive correlation between patient payment in first 30 days and getting paid - EVER.

The chart below shows how increasing credit card capture has directly impacted the 30-day collection rate among your Unified peer medical affiliates:

MARKET	PERCENTAGE POINT INCREASE IN CAPTURE RATE (YOY)	IMPACT ON 30-DAY COLLECTION RATE
Market A	4.4%	20.3%
Market B	3.9%	3.0%
Market C	2.5%	6.0%
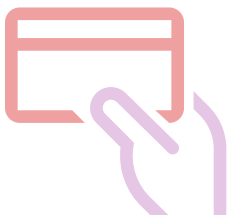
For clarity, the Market A example above shows that by incrementally increasing credit card capture to 4.4% of its patient base over the course of 1 year, Market A improved its 30-day collection rate by 20%.

Additional Benefits:

- **Reduces accounts going to Collections.** Taking payment immediately from a saved card-on-file takes only minutes and reduces the number of patients who either don't pay or who need to be tracked through a formal third-party collection process.

- **Reduces call volume. Fewer patients will need to call** your front desk around payments and billing.

- **Optimizes payment consistency and security.** Reduces the inconsistencies and errors that can come with physical mailing of paper-based bills. It also gives patients the additional layer of security and fraud protection offered by the creditor.

- **Increases in-office efficiency.** Eliminates the need for cash or checks and expedites payment processing. Allows you to realign staff resources previously spent on billing processes to spend more on a patient's care. Moves patients more quickly through the exit process.

- **Deepens relationships and trust with patients.** Having a formal payment policy (which can include other payment preferences you have) – sets clear expectations for how billing will work. This clarity helps patients trust your care center's billing process and the safety of this payment method. If you would like help crafting a policy, reach out to Unified Compliance at (ethicsandcompliance@unifiedhc.com).

- **Reduces unnecessary patient late fees.** Following this process will significantly reduce and the onus of potential late fees on the patient.

Working through patient objections:

Patients are often reluctant to put their credit card on file because there is fear the card and information is not secure. For patients that don't want to leave a debit card or credit card information, they may be more open to having their HSA or FSA card on file as they typically know their benefits, and have money set aside for their medical bills and may feel this is less risky.

The script below can help address this very common security patient objection:

> *We take the security of your personal and financial information very seriously. Our office adheres to strict protocols and uses industry-standard encryption methods to ensure that your credit card details remain safe and protected. Additionally, our system is compliant with all relevant regulations, including HIPAA, to safeguard your privacy.*

For scripts related to other objections, visit **boost.unifiedwomenshealthcare.com**

Credit card use has become a much more prevalent way of consumer payment across the healthcare industry in recent years, and there are clear reasons to increase the card capture rate in your care center. Refining and optimizing your workflow for card collection and preparing your care center staff to answer questions/concerns can easily be accomplished.

We're happy to help you get there. If you would like to speak to someone about how to optimize your workflow for better credit card capture, please reach out to your Practice Performance Parter (PPP) or your specific Market RCM Manager.