



CONSUMER EXPERIENCE

SERVICE AREA OVERVIEW

Conifer Health clients see on average:

\$1M+
increase

in reimbursement generated per Conifer Health eligibility counselor per year

3-5%
increase in patient volume

and improved patient and physician satisfaction due to flexible staffing and extended hours.

Improve Access to Care and Exceed Rising Consumer Expectations

Consumer Satisfaction and Loyalty Start With Engaging Patients At Every Touchpoint

Patient loyalty is built across many areas—from connecting patients with the right physician, to making sure transitions of care go smoothly once patients go home. Building patient loyalty to a hospital's brand will only be as strong as its weakest link. At Conifer Health, we understand that every patient touchpoint should be viewed as an opportunity to engage with the consumer and used as a chance to improve the patient experience.

Deliver a Seamless Patient Experience Across the Entire Patient Journey

Conifer Health creates a holistic view of the consumer for healthcare systems. Our Consumer Experience solutions deliver a unified experience across multiple touchpoints and serve as a seamless extension of your staff to help attract, engage, and retain consumers. Our solutions reach far beyond simply collecting payment from patients; we support your team to create a patient-centric culture.

We can help you:

- Support your direct-to-consumer campaigns and provide measurable performance results for your marketing spend
- Secure reimbursement for uncompensated care
- Connect consumers with the physicians and services available across your network
- Provide streamlined access to care from appointment setting through pre-registration
- Reach out to patients to ensure they are able to follow their care plan
- Measure and provide guidance to strengthen engagement and satisfaction among patients, physicians, and employees

Solutions

Direct-to-Consumer Support

- Manage multiple campaigns, events, and educational programs with personalized communications and call center support
- Measure success with actionable analytics

Scheduling & Referrals

- Maximize exposure to your referral program through branded online physician presence
- Match patients with the right physician through customized program support
- Increase your current call volume by having the right network in place to handle more calls

Patient Access

- Schedule, pre-register, and obtain financial clearance for patients all with one call
- Improve your facilities downstream revenue with improved quality for scheduled patients
- Support on-campus patient access groups with centralized centers and a single Conifer workflow

First-Level Admission Reviews

- Prevent denials due to authorization, payer notification, and medical necessity with around-the-clock InterQual® certified trainers and licensed nurse reviewers
- Identify trends in admissions, services ordered and reimbursement through real-time and monthly reporting

Eligibility & Enrollment

- Find payment for uncompensated care by leveraging onsite, bedside and remote service center financial counseling professionals
- Coordinate and manage charity care and financial assistance
- Increase patient advocacy by connecting eligible patients with federal, state and third-party medical programs

Outreach & Engagement

- Check in within 24 hours of emergency visits with calls to identify if a physician referral or follow-up appointment is needed
- Provide care and concern calls that deliver preventative screening results and reminders
- Help patients follow their discharge instructions through customized post-discharge follow-up calls

Why Conifer Health?

EXPERIENCE

Three decades of healthcare-focused marketing, patient access and financial counseling expertise

MEASURABLE RESULTS

Relentlessly measure and manage operational performance and financial results with key service-level metrics and reporting/ dashboards

EXPERTISE IN REACHING PATIENTS

We conduct over 24 million unique patient touch-points annually, with highly-trained team members focused on patient satisfaction and loyalty

CONSULTATIVE APPROACH

Proven methodology that helps solve problems, support strategy, and build communications and engagement opportunities within the communities you serve

Conifer Health Solutions provides the foundation for better health through technology-enabled performance improvement and health management services. Discover how we can help you.

Hospitals & Health Systems
ConiferHealth.com/Hospitals

Physician Groups
ConiferHealth.com/Physicians

Employers
ConiferHealth.com/Employers

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