

CONIFER PATIENT  
ADVOCACY



**Helping You:**

- Improve patient satisfaction by successfully matching patients with coverage options and community assistance programs
- Provide on-site screening resources to identify patients eligible for coverage
- Offer application assistance to help patients clearly understand their coverage options and financial obligations
- Demonstrate community commitment and benefit through charity care assistance

## Help Patients Find Coverage and Financial Assistance Programs

Help secure reimbursement, reduce bad debt and improve point-of-service payments through effective medical eligibility and financial counseling

### **YOUR BUSINESS CHALLENGE**

Medical bills are the primary cause of personal bankruptcy in the United States. Sudden accidents and unexpected diagnoses can happen to anyone, leaving many struggling to pay their medical bills. For physicians and health systems, this means the fastest-growing accounts receivable categories in healthcare can be the most challenging to collect. Unpaid medical bills from self-pay and underinsured patients represent a significant share of account receivables as insurers shift a greater percentage of liability to patients, and overall utilization increases. With reduced reimbursement rates also pressuring hospital margins, achieving improved financial performance requires dedicated resources and specialized expertise to pursue available sources of payment for patient care.

### **WHAT WE OFFER**

Conifer Patient Advocacy helps patients find coverage options and other financial assistance to help cover the rising cost of healthcare. We provide sophisticated, end-to-end management to help locate and access available sources of payment for uncompensated care, improve collections, and reduce bad-debt account placements. As a result, Conifer Patient Advocacy helps you get ahead of potential account receivable risks, while demonstrating community commitment and benefit.

Throughout the process, our eligibility counselors work closely with patients to complete the application process while ensuring that your patients feel comfortable and understand their coverage options and financial obligations, based on your policies. Our dedicated team of trained patient advocates work from

Conifer Health helps organizations transition from volume to value-based care, enhance the patient experience and improve quality, cost and access to healthcare.

## **CONIFER** HEALTH SOLUTIONS®

**Hospitals & Health Systems**  
[ConiferHealth.com/Hospitals](http://ConiferHealth.com/Hospitals)

**Physician Groups**  
[ConiferHealth.com/Physicians](http://ConiferHealth.com/Physicians)

**Employers**  
[ConiferHealth.com/Employers](http://ConiferHealth.com/Employers)

Conifer Health's Service Centers and onsite to provide personalized services including:

- Eligibility and enrollment management to match eligible patients with federal, state, or other third-party coverage, including options under the Affordable Care Act
- Assistance in helping your charity patients identify charity care programs and apply for assistance for housing, food, social services, childcare and unemployment benefits
- Personalized patient consultation to develop payment plans for patients, consistent with your policies and commitment to providing emergency screening and care, regardless of ability to pay
- Management of your patient liability accounts, including your early-out business and point-of-service payments

### **HOW WE'RE DIFFERENT**

#### **Solutions by hospital operators for hospital operators**

Our Patient Advocacy solution is responsive to your operational needs because our revenue cycle management solutions were developed, tested and proven in one of the nation's largest healthcare systems. Healthcare is in our DNA; we're not owned by payers, consultants, venture capitalists or technology companies.

#### **Unsurpassed experience**

No local or regional vendor can match the depth and breadth of Conifer Health's experience. We have a proven 30-year track record, provide eligibility and financial counseling services in more than 40 states, and touch billions of dollars in patient revenue every year.

#### **Quality assurance**

We provide ongoing staff training and conduct quality assurance audits to ensure that we communicate courteously, clearly, and effectively with your patients. We survey patients regularly to make sure our service is strengthening your reputation and achieving your goals.

#### **State-of-the-art Patient Advocacy Support Center**

Your onsite Conifer Health Solutions team is supported by experts in our service centers to address enrollment issues and denials after patients have gone home. We've invested millions in staffing, training and technology to deliver excellent service to your patients and bottom-line results to you. Our patient interactions aim to reflect your values and support your hospital's mission.

#### **Affordable Care Act knowledge and support**

Our onsite counselors are trained as certified application counselors to help patients apply for coverage and subsidies through the federal health and state insurance marketplaces established under the ACA. In addition, our contact center agents can handle ACA-related questions from current or potential patients.

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**LET'S TALK** about how to achieve better outcomes, visit [ConiferHealth.com/LetsTalk](http://ConiferHealth.com/LetsTalk)