

# **PB** Patient Billing

## CASE STUDY



## **Reproductive Specialists of the Carolinas Reduced Patient AR by 60% Thanks to Partnership with One Mnet Health**

### **The Challenges**

The number of American families affected by infertility is on the rise. In 2023, around 42% of adults said they had used fertility treatments or personally knew someone who had, a 9% increase from 2018. While these treatments are highly effective, they also frequently come with high costs. “A single IVF cycle— defined as ovarian stimulation, egg retrieval and embryo transfer—can range from \$15,000 to \$30,000, depending on the clinic and the patient’s individual medication needs,” according to Forbes, with medications potentially accounting for up to 35% of those charges.

Despite IVF becoming a common path to parenthood, full or partial insurance coverage for IVF is not yet a pervasive benefit in many insurance plans. It is understandable then that many patients who are paying out of pocket are concerned with how they are going to pay for these treatments. Costs can feel particularly out of reach given that many patients require two or three fertility treatment cycles to have one live birth.

For Reproductive Specialists of the Carolinas (RSC), finding a way to help their patients pay their balances was crucial for ongoing patient treatments and for their own operational success. Solving this challenge was of paramount importance, as patients needed to catch up on their balances, with some accounts passing well over the 120-day aging mark. Incoming calls related to patient balances were also on the rise, consuming approximately 75% of their daily call volume and leaving less time for staff to care for patients’ needs.



## The Solution

As a MedTech For Solutions Group Purchasing Organization (GPO) member, RSC worked with its newest partner, One Mnet Health, to begin compassionately and understandingly engaging their patients regarding current and past-due balances. Specially trained live agents began working with RSC's revenue cycle management team to deliver dynamic outreach that educated patients about their balances and provided options to process a payment or set up a payment plan.

For many patients who were behind on their accounts, One Mnet Health listened and explained why they had a balance. They provided further transparency and insights with a clear sensitivity to how the messaging was communicated. This new approach was immediately effective, as One Mnet Health processed \$10,000 of aged AR within the first ten (10) days.

"RSC started using One Mnet Health to manage patient balances over 30 days. Within just four months, One Mnet Health had already collected more than 60% of the outstanding balances," said Dwight Ryan, CEO of MedTech Solutions under the GPO. "One Mnet Health's success is attributed to their integration with RSC's RCM team. Patients feel like they are communicating directly with the RSC practice, rather than a third-party collection agency, which is a major differentiator reflected in the results."

When One Mnet Health engages with a patient of RSC, they identify themselves as a representative of the clinic, not One Mnet Health. This prevents confusion on the patient's end when receiving a call about their



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## The Solution: Continued

balance and extends RSC's ability to handle financial conversations in a timely and efficient manner. Additionally, with One Mnet Health's operating hours extending into the evenings and on weekends, patients have more time to speak to a live agent that can help them resolve their past due balances.

Thanks to this patient-centric approach from One Mnet Health, RSC has seen a drastic 63% reduction in daily phone calls related to patient balances and have even noticed that patients are less confused about their financial responsibility, more aware of their account status, as many do not want lingering balances, and are also becoming more in tune and communicative with the front desk regarding when they've made a payment and their account status.

This enables staff to focus on other areas of business office management and have more time to focus on the present patient experience, ensuring that patients have more opportunities to ask questions, reschedule an appointment when needed, and most importantly, feel seen and heard throughout their fertility journey.

This is why the expansion of One Mnet Health's patient billing services into the fertility market comes at such an important time, as fertility clinics are searching for solutions to assist patients in finding affordable payment options that meet their needs and enable their treatment to proceed unhindered from financial obstacles.



# The Results

## Reduced patient AR by 60%

Prior to working with One Mnet Health, RSC had nearly \$300K in outstanding patient balances. By operating as an extension of their revenue cycle team, One Mnet Health was able to reduce all outstanding patient balances aged 30 to 120 days by 60% within just four months.

## Reduced average age of patient account balances by 4 months

One Mnet Health successfully reduced the average age of RSC's patient balances from 216 days from the date of service to less than 90 days, also within four months. Thanks to this reduction, it is easier for them to maintain from an operations perspective, and it has improved the quality of their reporting.

## Increased revenue by 20%

Patients often need clarification about their bill, are surprised they have one, or are unable to pay. By helping patients understand what they owe and why they owe it, along with providing suitable payment options that meet their financial needs, One Mnet Health increased RSC's patient revenue alone by more than 20% when compared to the previous year. This also translated to more than 70% of patient balances recovered in less than four billing cycles.

## Reduced daily patient balance calls to the clinic by 63%

Thanks to One Mnet Health's specially trained live agents working accounts 30 days and older, patient call volume related to financial matters has decreased significantly, making it easier for patients to call through for other matters and not go to voicemail, while also saving tremendous staff time from returning all the calls.



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