



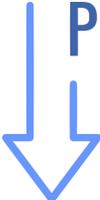
REVENUE RECOVERY PLAYBOOK:

A guide to reconnecting with patients
and recovering lost revenue

KEY CONSIDERATIONS for revenue recovery after COVID-19

Overview

While the coronavirus pandemic overburdened ICUs and emergency departments, two-thirds of physicians experienced a 50 percent decrease in office visits and a 70 percent decrease in elective surgeries. Healthcare has lost billions of dollars in revenue in just the first half of 2020. Patients with chronic conditions and those awaiting surgery experienced prolonged symptoms and worsening conditions but lacked consistent access to care.

Physicians experienced:
 **50% Drop in office visits**
70% Drop in elective surgeries

For physician practices, regaining financial stability will rely heavily on the planning and execution of a campaign to re-engage estranged patients.

Several considerations and constraints will affect these revenue recovery and patient retention efforts. Here are a few that each organization will need to address as it considers the most advantageous approach to re-engage patients.

INTERNAL DECISIONS:



Revenue Will priority be given to certain high-yield procedures or appointments? Will pre-authorizations need to be re-done?



Facility Will you direct patients to new or old locations? Was the supply chain interrupted in ways that interfere with certain procedures?



Safety Should patients wear a mask? Can they bring visitors?



Staffing Were some staff furloughed; if so when and how will they return to work? How many patients can you recall at once?



Urgency What patients or disease classes are more critical or in greater need of management?



EXTERNAL FACTORS:

Anxiety Patients are understandably concerned about potential exposure to COVID-19 in a healthcare setting.



Need Disruptions to the continuity of care as well as missed acute care mean many patient conditions have worsened or they will present with accumulated, disparate chief complaints.



Cost Some patients have lost income and health insurance, affecting their ability to afford services and take time off to receive care.



Leakage Patients may have sought care elsewhere if your facility was unavailable for a period of time.

WELL Revenue Recovery

As physician practices initiate revenue recovery efforts and prepare to resume normal operations, seamless patient communication will predicate success. WELL is uniquely positioned to help recapture lost revenue throughout your phased re-opening. We do this using four primary drivers: Rescheduling, Campaigns, Broadcast messages, and Keyword Automations. Each targets a unique set of patients with tailored messaging to help you achieve your objectives.

COVID-19 has presented an entirely new set of challenges and new workflows. The phased reopening will require experimentation and adjustment. WELL has the agility to help you respond in real-time with effective configurations to accommodate the uncertainty.

References:

Becker's ASC Review: Pandemic hit the ASC sector hard, but it's also ripe for recovery: 6 updates from Moody's, April 23, 2020

MD Linx: Doctors on edge as practice revenues plunge, survey finds. April 17, 2020

Centers for Medicare & Medicaid Services (CMS) Recommendations Re-opening Facilities to Provide Non-emergent Non-COVID-19 Healthcare: Phase I

Joint Statement: Roadmap for Resuming Elective Surgery after COVID-19 Pandemic, April 17, 2020



Recommended Workflows

WELL supports multiple workflows for facilitating patient communication and revenue recovery in a post-COVID landscape.

Bring Patients Back

Physician practices can coordinate both automated and manual patient rescheduling through the WELL platform.

WORKFLOW #1: Rescheduled appointment confirmation

For appointments that were missed or cancelled, schedule a new appointment time and send patients a confirmation message. This is the most effective method for recapturing lost appointments because it requires the least effort from patients and staff.

"Hello {clientFirstNameProperCase}, we know the impact of COVID-19 made it impossible for us to see you last month. As a courtesy, we've reserved a time for your appointment on {eventDateAtTime} Will this work for you?"

For patients who respond "no", WELL would launch a self-rescheduling workflow (if enabled) which presents alternate times. This will eliminate the manual workflow of texting or calling the office to reschedule. For clients who do not have self-rescheduling enabled, the patient will be directed to a staff person to schedule the new appointment.

WORKFLOW #2: Reschedule invitation

If you prefer to allow patients to reschedule their own appointments, send a message to all patients with missed appointments during the previous month inviting them to reschedule:

"Hello {clientFirstNameProperCase}, we are ready to reschedule your July appointment for August. Please text or call us to find a new date and time."



Restore Patient Confidence

Send Campaigns to your entire patient roster to announce reopening, undo temporary measures, such as closures and virtual waiting rooms, and communicate current availability of services. Messaging should reassure patients about safety, set expectations, and explain new protocols. Additionally, phased communication can recapture appointments that were cancelled or postponed.

WORKFLOW #3: Re-opening Announcement

Send a message to all patients who have been seen during the previous two years announcing your re-opening.

"Thank you for choosing {enterpriseName} for your health care. We are reopening for appointments. To learn what safety protocols we've put in place and to schedule an appointment, tap [link]."

WORKFLOW #4: Specific condition outreach

Send a message to patients with certain conditions to resume continuity of care.

"Hello {clientFirstNameProperCase}, we understand the challenge of managing diabetes during this time. Our primary care department is now seeing patients. Please schedule an appointment with your doctor to review your care plan, receive an eye exam, and schedule labs. To schedule an appointment, reply to this message."

Keep Patients Informed

Send Broadcast Messages to specific groups of patients, up to 1,000 at a time per practice, based on set criteria, such as appointment date or appointment type.

WORKFLOW #5: Redirect patients to new location

Send a message to patients alerting them to the availability of care at a new location.

"Hello {clientFirstNameProperCase}, our orthopedic clinic is reopening in a temporary new location, at {eventLocationAddress}. We now have limited appointments available. To schedule an appointment, reply to this message."



Automations

Confirm appointments and let patients know what they can anticipate.

WORKFLOW #6: Appointment reminders

Update appointment reminders to reflect current safety protocols.

"Hello {clientFirstNameProperCase}, we are looking forward to seeing you at {PracticeName} tomorrow {eventDateAtTime} Please enter the facility through the ___ entrance. We are requesting that all patients wear a mask and not bring others to the appointment."

WORKFLOW #7: Eligibility

Consider updating appointment reminders and confirmations with a request for new insurance information.

"{clientFirstNameProperCase}, we are looking forward to your visit on {eventDateAtTime} If your insurance plan has changed, please text us a picture of your new insurance card."

Answer Patient Questions

When patients initiate contact with your practice, provide automated messaging based on specific keywords through WELL's Keyword Automations function. Messaging content can address hours, visitor policies, testing capacity, insurance verification, and other frequently asked questions.

Keyword: *visitors*

"At {EnterpriseName}, we understand the value of the support visitors provide during your treatment. Presently, we allow patients to bring one visitor. Please visit our website [link] to review the protocols we have in place to keep you safe and healthy."

Keyword: *masks*

"At {EnterpriseName}, we require all patients and visitors to wear a mask that covers their mouth and nose. Surgical masks, N95, and homemade cloth masks are acceptable."

Keyword: *insurance*

"If your insurance plan has changed, please text us a picture of your new insurance card. If you have recently lost insurance coverage, please reach out to our Billing department by responding to this message with #billing."

