VYNE MEDICAL
Connecting Disconnected Data®

Patient Financial Communications Best Practices

The Trace® platform from Vyne Medical is used to record financial communications with patients – from the initial phone call to the follow-up post-discharge. Recordings, along with supporting documentation stored in Trace, give providers an objective source of information for issue resolution, service recovery and quality assurance – all to help achieve and maintain best practice standards.

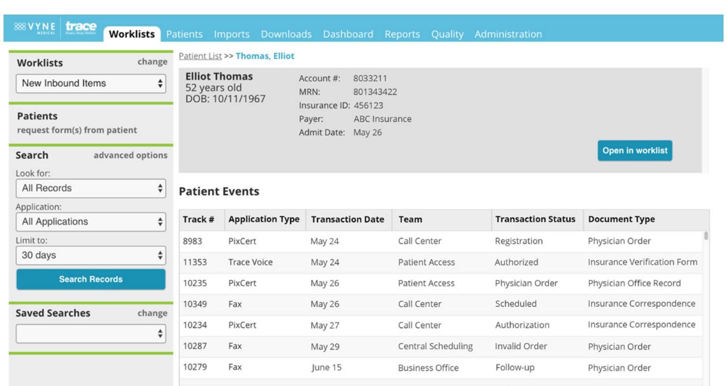
Creating a Thread of Discussions

Trace creates a thread of patient interactions, tracking each step including the scheduling call, pre-registration interview, registration check-in, and post-discharge follow-up. Each conversation is recorded, indexed to the patient account and made available for playback across the health system.

Providers can bookmark recordings, add comments and make notes for others to reference. With a complete record of patient interactions across all departments, providers can determine exactly what information the patient receives at each touchpoint and identify any discrepancies or points of confusion. Information can be used to clarify misunderstandings, provide training for staff and conduct service recovery if needed.

Ensuring Communication Consistency

According to best practices, providers should ensure that information given to patients over the phone matches information given at the time of service. Additionally, if the patient's information has already been collected prior to service, it should not be requested multiple times in follow-up discussions.



Recording patient discussions helps providers ensure consistency and reduce duplication across departments. If a patient has a complaint about a bill, a cancellation, or a rude employee, providers can listen to the entire encounter and quickly identify any points of miscommunication or opportunities for future improvement.

Healthcare Financial Management Association's (HFMA's) best practices for patient financial communications were established to "bring consistency, clarity and transparency" to patient discussions.[1]

Compliance with Best Practices

Best practices also state that employees should receive ongoing training regarding how best to handle patient financial discussions. Standard language should be developed to guide staff in common discussions, ensuring that compassion, patient advocacy and education are part of every interaction.

By recording patient conversations, providers can easily reference recordings for quality assurance, staff training and performance evaluation. Trace enables team leaders to monitor and score staff on metrics such as scripting, tone and listening skills. By tracking and sharing these scores, providers gain valuable data to pinpoint problem areas and training needs.

Trace provides a complete picture of all patient financial interactions including phone calls, face-to-face conversations and associated fax and image documentation.

trace
Protect. Prove. Perform.

Best Practices for Patient Financial Communications

Vyne Medical's Trace platform supports efforts to implement best practices for patient financial communications. See a sample of HFMA's best practices below and learn how Trace promotes these industry standards. For a full listing of HFMA's best practices, visit hfma.org.

HFMA Highlight[1]	Description	Trace impact
Set the right tone.	"Compassion, patient advocacy and education should each be a part of all patient discussions. Patient privacy should be respected and conversations should take place in a location and manner that are sensitive to the patient's needs."	Trace can be used to record provider interactions with patients including phone calls, voicemails and face-to-face conversations. Recordings are monitored to ensure the required elements are part of every discussion.
Use standard language.	"Providers should have common language to guide staff through the most common types of patient financial discussions. In developing this language, the patient's perspective should be taken into account."	By monitoring employee interactions with patients, providers can ensure that staff adhere to scripting and follow standard language for patient financial discussions and proactively address any compliance concerns.
Tell patients that support is available.	"Patients should be told about the availability of supportive financial assistance, offered written information about the provider's financial assistance programs and provided with a toll-free telephone number to call for assistance after they leave the facility."	Performing quality assurance checks of recorded interactions gives providers the ability to ensure that patients are told about financial assistance programs.
Ensure that the right technology is in place.	"Providers should have technology that enables them to verify insurance eligibility for current services, estimate the cost of those services (including the patient responsibility portion) and determine any existing prior balance that is within organizational control."	Trace helps to capture insurance eligibility and cost estimation from payer websites and other hospital systems. This information is indexed to the patient account along with voice recordings to give providers a complete record to check against.
Educate staff.	"Registration staff, financial counselors and others who engage in patient financial discussions should receive annual training. Providers also should ensure broader education and awareness of the best practices throughout their organizations."	Trace provides a solution to score the quality of staff interactions with patients. Custom scorecards and reporting give providers the ability to track and trend quality scores by team, agent and topic to quickly pinpoint problem areas and training needs.

1. HFMA Patient Financial Communications Best Practices

For more information, contact a Vyne Medical sales representative today.

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