



Patient Experience Strategies that Keep Small Hospitals Competitive with Large Health Systems

Pete Thompson
Sr. Revenue Cycle Strategist
ClearBalance



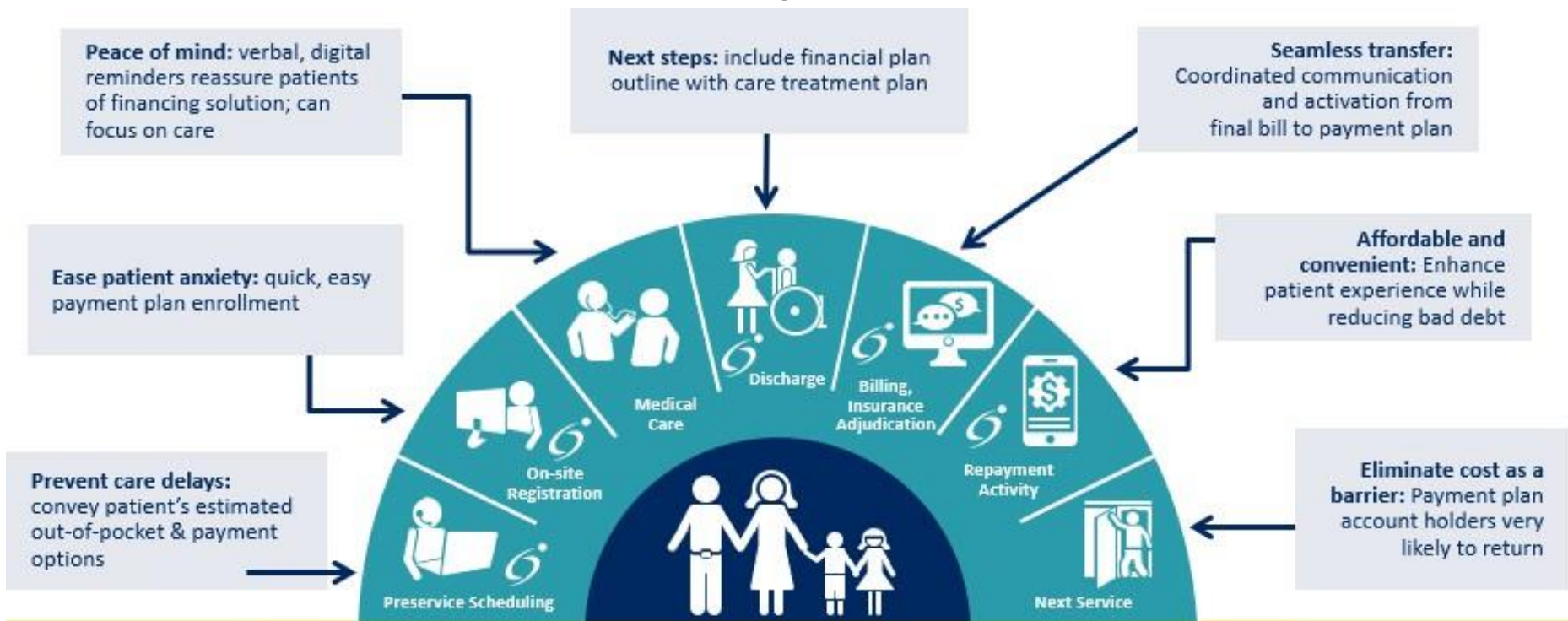


Your Brand
Ambassador





Preservice to Next Service Financial Journey





Drive a Lasting, Positive Impact



92%

Very likely to return
due to availability of
ClearBalance program



89%

Will refer family and
friends to your facility

52% 

Patients who have used
ClearBalance for more
than one procedure

97%

Say it's very important
that health systems offer
ClearBalance financing



36%

Would delay care if
they didn't have
ClearBalance to manage
out-of-pocket cost



Convenience

Select service
lines
supplemented
with regional
expertise and
ability to pay
when & where
patients want



Culture

Personalized
service means
a top-down
and bottom-
up approach
reflecting your
standing as
the primary
community
care provider



Communication

Patients
should know
what to
expect, both
clinically and
financially
prior to
scheduled
care



C-suite Leadership

Shadow of a
leader is
paramount to
organizational
success



Commitment

Patient must
participate in
an experience
that drives
loyalty to your
health system



Putting It All Together



Convenience ♦ Culture ♦ Communication
C-Suite Leadership ♦ Commitment





Questions

Pete Thompson

Sr. Revenue Cycle Strategist

pthompson@clearbalance.org