

PATIENT RESPONSIBILITY ESTIMATION

CLOSE THE GAP ON PATIENT RESPONSIBILITY

As healthcare pivots to a consumer market, being transparent about the cost of care is an easy way to win the hearts of patients. In fact, eight in 10 Americans believe receiving estimates prior to treatment is as important as bedside manner.

Price transparency is beneficial to provider organizations who experience one or more of the following scenarios:

- Do you regularly perform procedures not covered by insurance?
- Do your patients consistently have a responsibility exceeding \$100?
- Do you often perform additional services on a patient after an initial visit/consultation?
- Do you regularly not get paid in full?

Value and choice are key determining factors in a consumer market. By level setting cost expectations, patients not only **understand** their financial responsibility, but are prepared to decide the **value** of the service and **choose** how to participate.

Improve the patient experience and solidify payment by collecting a deposit of estimated responsibility at the time of service. When patients are invested in their care, the likelihood that they will continue to make payments increases.

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