



early out self-pay

h e a l t h c a r e

West Asset Management provides an Early Out Self-Pay service that maximizes recovery of dollars owed while maintaining our clients' patient relationships. Our Early Out Self-Pay service focuses on recovery of the patient's self-pay portion while the account is in the early stages of the healthcare revenue cycle. Recovery is performed under the hospital's name.

Experience.

We realize the importance of selecting a vendor with experience and competency. We've used the experience we gained from working with hospitals and physicians nationwide for nearly four decades and applied it to our Early Out Self-Pay, Insurance Follow-Up and Bad Debt services.

Maximizing Recovery.

In our Early Out Self-Pay service, West Asset Management uses a step-by-step process to successfully maximize recovery from each account. Once liquidation goals have been established and inventory levels have been determined, a staffing model is developed. This staffing model uses account attributes, inventory levels, "time-of-day" analysis, and recovery specialist performance metrics to ensure each account is worked by the right recovery specialist at the right time.

Our campaign execution involves several strategies including call routing, recovery specialist performance monitoring, and campaign treatment success. Each strategy is continually evaluated and modified to reflect changes in the portfolio.

While working with our clients' patients to recover their self-pay balance, we often times discover that the insurance portion was either incorrectly billed or the patient's insurance information has changed in some way. Should this be the case, West Asset Management will suspend our recovery efforts on any self-pay portion, rebill the payer for the correct amount, and follow up on the payment. After payment on the claim, we will resume recovery efforts with the patient for any remaining self-pay balance.

performance focused



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Our Philosophy.

Our clients view us as an extension of their business office, trusting us with their reputation and brand image. We know that each hospital is as different as each patient that enters their door.

West Asset Management understands the delicate relationship that hospitals have with their patients. Often times, medical bills arrive at a time that is already difficult for the patient. We have trained our recovery specialists to be empathetic toward your patients' needs. Our recovery specialists will work with your patients to find the best possible solution for their payment obligations.

Client Web Portal.

West Asset Management understands the importance of secure, electronic communication in a successful business partnership. For this reason we offer a secure Client Web Portal, which provides the ability to view account information, reports, and invoices; enter new or modify current patient accounts; submit payments; cancel and return accounts; and communicate with us in a secure, HIPAA compliant environment.

Client Implementation.

West Asset Management has developed an elite client implementation process using proven project management processes that has an average cycle time of approximately 30-45 days for most new service implementations.

The process, supported by a team of West Asset Management subject matter experts, includes the development of specific project timelines and tasks based on a thorough understanding of your unique business requirements, expectations, system capabilities and connectivity. Management is provided with a roadmap of critical project milestones and owners, and timelines are established in correspondence with client implementation goals. Other benefits include:

- Applying a standard methodology based upon best practices.
- Clearly identifying the individuals associated with each task.
- Providing multiple references for critical deliverables in a systematic manner.
- Providing proper notifications on critical timing of deliverables to all departments involved.