



primary bad debt recovery

h e a l t h c a r e

West Asset Management offers a customized Primary Bad Debt Recovery service that increases hospital cash flow by recovering funds that may have been incorrectly deemed “uncollectible.” We successfully recover bad debt accounts in West Asset Management’s name and focus on operational processes that are critical to the bad debt recovery process.

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.

After receipt of a client’s portfolio, West Asset Management’s Analytic Intelligence Group (AIG) analyzes the portfolio and creates a customized approach to ensure maximum liquidation of accounts. AIG analyzes the portfolio to better understand the different attributes that will affect portfolio liquidation and to also give insight into our clients’ portfolios, processes, customers and credit policies.

We then divide the portfolio and apply different scoring and treatment simulations to each segment based on its attributes. Depending upon the performance, treatment is altered until we obtain the highest liquidation possible within the parameters of the segment. This ensures the treatment model in place is creating the necessary lift to meet the client’s portfolio goals.

Once a campaign has been implemented, West Asset Management continually monitors for changes in the portfolio’s attributes, the economy and various other metrics to ensure our clients’ portfolios receive optimal treatment.

Primary Bad Debt Recovery Features.

- Customized dialer strategy to deliver the right accounts to the right recovery specialists at the right time.
- Continual evaluation and account audits to review account activity and identify the necessary treatment adjustments that will improve performance.
- Skip tracing processes that have been recognized as best of class and are performed at multiple times during recovery including
 - Prior to recovery efforts, to ensure the most accurate patient contact information is available to the collector.
 - Daily checks for bankruptcy and deceased listings.



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Portfolio Analytics and Segmentation.

We've found that strategically dividing inventory and methods of recovery is imperative to recovery effectiveness. Our method of recovery varies by account score and time of day. We focus on "delivering the right account, at the right time, to the right recovery specialist." This is done via the following:

Portfolio Analytics

West Asset Management analyzes portfolio characteristics and account demographics to create account segments. We create segments using portfolio performance, our healthcare industry experience, and specific account attributes such as last payment date and listing balance.

Treatment Strategy

Each portfolio segment receives a score and a corresponding treatment strategy, which defines the frequency and quantity of phone attempts, notices, and skip tracing. This focused approach of aligning treatment to an account's propensity to pay segment ensures that the maximum liquidation is obtained.

Distribution to Recovery Specialists

To ensure the correct accounts are presented to recovery specialists at the right time, dialing campaigns are assigned based upon their account score and list date. We first call accounts with the highest priority score, then move to accounts with the second highest priority score, and so on. Once all new listings are called, West Asset Management begins calling inventoried accounts based on their segment score.

performance focused