



CUSTOMER STORY

Horizon Health Services Collects One-Third of Payments Digitally

📍 BUFFALO, NY + SPECIALTY GROUP



120K+
patient payments
collected
since implementation

~3,000
online payments
every month
on average

30%+
of payments
collected digitally

THE PROBLEM

Confusing pre-visit payments

Horizon provides accessible mental health and substance use care through same-day and telehealth services across 46 locations in Western New York. Despite that commitment, outdated payment processes created confusion for patients.

Every patient's coverage is different, and patients often didn't know what they would be paying before they scheduled a visit. Many chose to delay payment until they got to the clinic. Staff needed to use different platforms to collect payment for in-person and telehealth visits.

Meanwhile, staff couldn't see in real time which patients had already paid, creating delays at the front desk.



Now patients arrive focused on the visit, instead of paperwork and payments.”

Sarah Just
Corporate Director of
Administrative Operations



THE SOLUTION

Simple, clear payments before the visit

Horizon now uses LumaPay to automatically text patients an estimate as soon as insurance is verified. Patients can quickly pay in one mobile prep experience, giving them one less thing to think about when they arrive. Today, more than 30% of patient payments are collected digitally.

“When patients know what to expect for payment, they can plan for their appointments,” said Sarah Just, Corporate Director of Administrative Operations. “That transparency is an important part of how we serve our patients.”

HOW IT WORKS

- 1 Patients receive a text with an estimate based on their insurance coverage.
- 2 Patients can pay from the same text they use to manage other pre-visit tasks.
- 3 Staff see completed payments before the visit, helping patients move through check-in more smoothly.

OUTCOMES

Get their results



Prepare for fluctuations in patient volume

HOW-TO: “Some days three patients walk in, some days 17 patients walk in,” said Just. “Preparing patients before the visit reduces wait times for everyone.”



Eliminate administrative busywork

HOW-TO: “Staff used to download completed forms and re-upload to the chart. No more,” said Just.



Increase transparency to boost adoption

HOW-TO: Tell patients what they'll owe before the visit to encourage earlier digital payment and smoother check-in.



Focus check-in on patient care

HOW-TO: Address payment before the visit so check-in becomes confirmation instead of collection.

See how Luma's Operational AI platform takes the stress out of payments.

→ Learn more at lumahealth.io