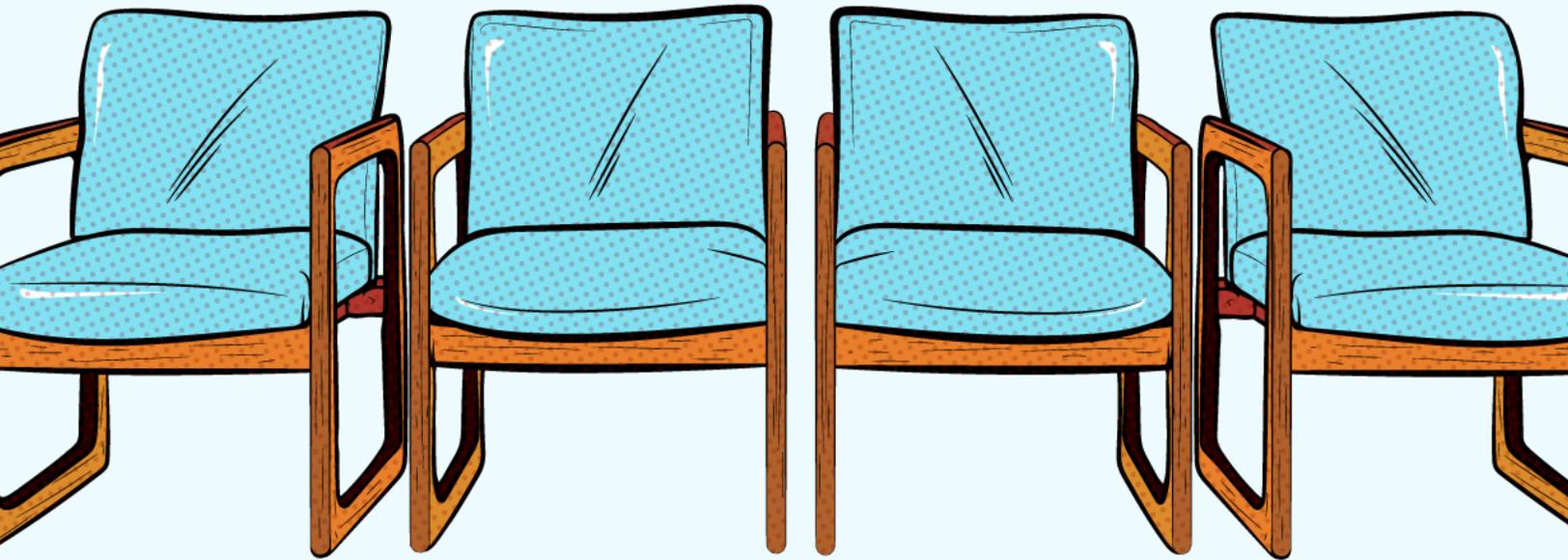


RECOVERING FINANCIALLY FROM COVID-19

How Patient Engagement Campaigns Can Help Healthcare Organizations Recoup Lost Revenue



Many primary care practices, specialty clinics, FQHCs, and health systems across the U.S. are struggling financially as a result of COVID-19. With patients nervous about visiting healthcare facilities, and patient volumes down to only a fraction of what they normally are, healthcare organizations are not bringing in the revenue they need.

In May of 2020, more than two-thirds of primary care clinicians reported that the financial stress on their practice was at an all-time high.¹ Unfortunately, furloughs, layoffs, forgone salaries, and temporary closures are

becoming increasingly common for large and small healthcare organizations, alike.

At least 260 hospitals have implemented furloughs or layoffs due to COVID-related issues.² In some cases, financial support from state and federal entities is lessening the blow. But for most, this assistance isn't enough. Finding ways to make patients feel comfortable and recover revenue is essential to the survival of healthcare organizations that are facing financial challenges.

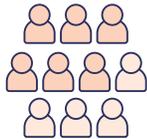
THE PROBLEM

Public health directives and patients' fears have contributed to a large decrease in patient volume and revenue.

Following the COVID-19 Outbreak:



8 in 10 healthcare clinicians say that *patients choosing to cancel or delay well and chronic visits* is a major contributor to financial stress.ⁱⁱⁱ



6 in 10 healthcare clinicians say that *practices limiting chronic and well visits* is a major source of stress.^v



Despite being sick or injured, nearly **one in four patients** have actively avoided medical care because of the COVID-19 crisis.^v



Nearly **94 million adults** had delayed medical care by mid-May because of the coronavirus pandemic.^{vi}



42% of patients say they plan to delay care until they have a serious health concern.^{vii}

The effects of ongoing revenue loss are glaring. One survey revealed that less than half of primary care providers are confident they have the patient volume (46%) or cash on hand (47%) to keep their doors open another month.^{viii}

The combined losses of all U.S. hospitals reached an astounding \$1.44 billion per day.^{ix} Continuing to operate in this state is not sustainable.

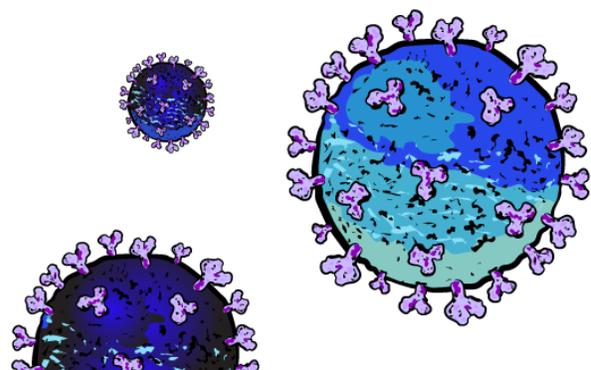
Health systems, hospitals, clinics, and FQHCs need smart strategies to help them take advantage of every opportunity to recoup lost revenue.

THE OPPORTUNITY

One revenue recovery opportunity healthcare teams can pursue is using targeted patient engagement campaigns to make patients feel safe coming into the clinic, while boosting use of routine preventive and chronic care. Outreach campaigns can be designed to either draw patients back into clinics, or encourage them to utilize new types of care, such as telehealth or curbside care.

Before executing patient engagement campaigns, it is important to make sure you have a solution in place that allows you to easily send automated text, phone, and email messages to patients. Automated outreach is much more efficient than manually contacting patients. Not only is it important for your outgoing communications to be automated, but as patients respond to outreach messages, you'll want to offer a completely automated process that allows them to self-schedule appointments.

The goal is to **increase patient volume without adding an influx of phone calls that overwhelm front office staff.**



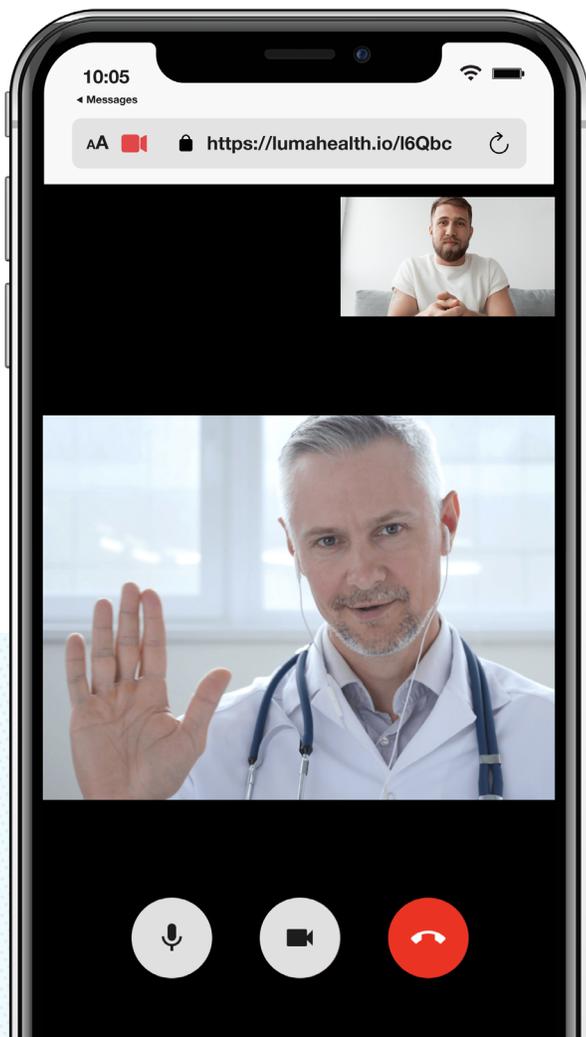
ENCOURAGE REBOOKING AND PROMOTE ROUTINE CARE

Once you are ready to begin planning your engagement strategy, consider how you can use these two different types of revenue recovery campaigns.

1. Rebooking Patient Care

Because so many appointments have been cancelled, there is a backlog of patients that are due to see their providers. Getting appointments rescheduled brings in revenue and ensures patients can access the care they need.

Depending on the type of care needed, a rescheduled appointment could be either in-person or via telehealth. While an elective surgery will obviously need to be conducted in-person as planned, a telehealth virtual visit may now be appropriate for a consultation prior to a procedure.



Finding a balance between in-person and telehealth appointments when rescheduling patient care helps reduce the number of people who are physically in contact with each other in waiting rooms or other shared spaces and may help alleviate patients' fears. Communicating this and any new processes and procedures that are being used to minimize exposure risks – such as Zero Contact Check-In, combined with a **Zero Contact Waiting Room** – should help patients feel safer and more receptive to rescheduling appointments.

Hello Vanessa. For your safety, please reply ARRIVED once you've parked in the patient lot and stay in your car for further instructions. Thank you!

ARRIVED

Rebooking cancelled appointments helps organizations recover a significant portion of missed revenue. For example, based on the average annual net revenue generated, a single cardiologist who saw revenue decline by 55% since the COVID-19 outbreak began may have lost around \$638,802. For a clinic with six providers, that equates to \$3,832,813 in lost revenue. An engagement campaign that successfully reschedules 25% of the appointments that were cancelled because of COVID-19 could recover \$958,203 for a cardiology clinic.

PROJECTED REVENUE RECOVERED

Rescheduling 25% of Cardiology Appointments Missed Due to COVID-19



↑ \$958,203

2. Preventive and Chronic Care Promotion

Unfortunately, routine care has taken a backseat during the COVID-19 crisis. For example, according to a survey of primary care providers, only 5% of providers reported that routine cancer screenings are happening as usual.^x

Vaccinations are also down. Just 13% of routine child immunizations, and 10% of adult immunizations are happening as usual.^{xi}

At this point in the pandemic, one in five patients say they are overdue for chronic care visits, and one in three patients are overdue for wellness visits and preventive care.^{xii}

Because routine preventive and chronic care have been disrupted so heavily by COVID-19, promoting those areas of care comes with opportunities to recover revenue. But patients must feel safe, or they won't visit clinics.

By sending patients messages prompting them to schedule routine exams and screenings, healthcare teams can drive patients to book mammograms, get screened for colorectal cancer, have their A1C checked, participate in remote blood pressure monitoring, or take countless other actions that are good for their health and generate revenue.

Again, because patients in some of the areas where COVID-19 has been more prominent are fearful of visiting their providers, promoting Zero Contact Check-In, a Zero Contact Waiting Room, and other new safety precautions is important.

When deciding which types of care to target with patient engagement campaigns, it is helpful to consider what care patients need most and what care can generate the most revenue quickly.

Colonoscopies, for example, are an important preventive procedure. And because the average cost of a colonoscopy in the U.S. is around \$3,081, scheduling just two additional procedures per week adds nearly \$25,000 per month in revenue.

The point is, promoting care that falls into the sweet spot where it is both highly beneficial to patients and profitable for the clinic, is a smart strategy.



Get Your Revenue Recovery Guide

This guide shares examples of different revenue recovery campaigns healthcare teams can execute, along with sample messaging to engage patients: Healthcare's COVID-19 Revenue Recovery Guide.

[DOWNLOAD IT](#)

AWARENESS OF COVERED CARE IS LACKING

Many patients don't know they can access healthcare services at no cost to them, or understand what is covered

78% of Americans can't identify the essential health benefits insurers must cover under the ACA

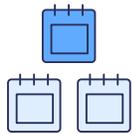


Concerned about costs, eligible patients often skip these and other covered services:

- ✓ Blood Pressure Screenings
- ✓ Breast Cancer Mammography Screenings
- ✓ Cervical Cancer Screenings
- ✓ Cholesterol Screenings
- ✓ Colorectal Cancer Screenings
- ✓ Depression Screenings
- ✓ Diabetes Screenings
- ✓ Diet Counseling
- ✓ Domestic Violence Screenings & Counseling
- ✓ Hepatitis B & C Screenings
- ✓ HIV Screenings
- ✓ Immunizations
- ✓ Lung Cancer Screenings
- ✓ Obesity Screenings & Counseling
- ✓ Osteoporosis Screenings
- ✓ STI Screenings & Counseling
- ✓ Statin Preventive Medications
- ✓ Tobacco & Alcohol Screenings & Counseling
- ✓ Well Visits

PROMPTING PATIENTS HELPS GENERATE REVENUE

By encouraging patients to use routine covered care, healthcare teams can seize opportunities to provide services patients need and drive revenue.



1 in 3 patients self-schedule an appointment after receiving communication from their provider inviting them to self-schedule.



81% of engagement messages providers send using Luma Health's platform generate a response from patients.

TIPS FOR SUCCESSFUL ENGAGEMENT

Whether you want to focus on rebooking patient care that was cancelled, promote greater use of preventive and chronic care, or do both, here are two tips that will help make engagement campaigns as successful as possible.

1. Address Safety Concerns

As mentioned previously, it is so important to communicate new processes and offerings that help minimize COVID-19 exposure risks. Communicating that

your practice is offering curbside care for certain services or implementing zero contact waiting rooms can help make patients feel more comfortable. Explaining to patients, for example, that they can remain in their car upon arrival, complete intake forms and pay digitally, and then skip the waiting room and go straight to an exam room can impact patients' willingness to visit healthcare clinics.

2. Help Patients Better Understand Costs

In addition to addressing the fear factor that might prevent patients from responding to engagement messages, it is also helpful to communicate cost information — in particular, messages should let patients know if the preventive care that is being recommended is covered and available at no cost out-of-pocket.

A majority of patients don't realize that some preventive care is covered by the ACA, so they avoid scheduling appointments because they worry about the cost of care. In fact, 78% of Americans can't identify the essential health benefits insurers must cover under the ACA.^{xiii} Patients are likely to be much more responsive and take action to schedule routine care if they know they won't incur costs for the care.

Healthcare organizations across the U.S. need to take swift action to prevent further financial losses and recover lost revenue. Patient engagement campaigns can help you accomplish this. Luma Health offers support and solutions that help clinics and healthcare practitioners rapidly deploy patient engagement communications and deliver needed care to patients. To learn about our easy-to-use patient messaging and telehealth solutions, [contact us today](#). Until then, don't miss our revenue recovery guide: [Healthcare's COVID-19 Revenue Recovery Guide](#).

101 Montgomery St., Suite 550 | San Francisco, CA 94104
(415) 741-3377 | demo@lumahealth.io



REFERENCES

I Primary Care Collaborative. “Primary Care & COVID-19: Week 9 Survey” May 13, 2020.
<https://www.pcpcc.org/2020/05/13/primary-care-covid-19-week-9-survey>

II Mellnik, T., Karklis, L., Ba Tran, A., The Washington Post. “Americans are delaying medical care, and it’s devastating health-care providers” June 2, 2020.
<https://www.washingtonpost.com/nation/2020/06/01/americans-are-delaying-medical-care-its-devastating-health-care-providers/?arc404=true>

III Primary Care Collaborative. “Primary Care & COVID-19: Week 12 Survey” June 3, 2020
<https://www.pcpcc.org/2020/06/03/primary-care-covid-19-week-12-survey>

IV Primary Care Collaborative. “Primary Care & COVID-19: Week 12 Survey” June 3, 2020
<https://www.pcpcc.org/2020/06/03/primary-care-covid-19-week-12-survey>

V Primary Care Collaborative. “Primary Care & COVID-19: Week 11 Survey” May 27, 2020
<https://www.pcpcc.org/2020/05/26/primary-care-covid-19-week-11-surveys>

VI Mellnik, T., Karklis, L., Ba Tran, A., The Washington Post. “Americans are delaying medical care, and it’s devastating health-care providers” June 2, 2020.
<https://www.washingtonpost.com/nation/2020/06/01/americans-are-delaying-medical-care-its-devastating-health-care-providers/?arc404=true>

VII Primary Care Collaborative. “Primary Care & COVID-19: Week 11 Survey” May 27, 2020
<https://www.pcpcc.org/2020/05/26/primary-care-covid-19-week-11-surveys>

VIII Primary Care Collaborative. “Primary Care & COVID-19: Week 5 Survey” April 17, 2020
<https://www.pcpcc.org/2020/04/16/primary-care-covid-19-week-5-survey>

IX Anoruo, N., ABC News. “The COVID-19 effects hospitals didn’t foresee: Financial distress” May 7, 2020
<https://abcnews.go.com/Health/covid-19-effects-hospitals-foresee-financial-distress/story?id=70511495>

X Primary Care Collaborative. “Primary Care & COVID-19: Week 10 Survey” May 21, 2020
<https://www.pcpcc.org/2020/05/21/primary-care-covid-19-week-10-survey>

XI Primary Care Collaborative. “Primary Care & COVID-19: Week 10 Survey” May 21, 2020
<https://www.pcpcc.org/2020/05/21/primary-care-covid-19-week-10-survey>

XII Primary Care Collaborative. “Primary Care & COVID-19: Week 11 Survey” May 27, 2020
<https://www.pcpcc.org/2020/05/26/primary-care-covid-19-week-11-surveys>

XIII Lalley, C., Policygenius. “Most Americans don’t know basic Obamacare facts” October 29, 2017
<https://www.policygenius.com/blog/2018-obamacare-health-insurance-open-enrollment-survey/#:~:text=According%20to%20Policygenius%20latest%20healthcare,must%20cover%20under%20the%20ACA.&text=Our%20latest%20survey%20reinforces%20the,enough%20people%20understand%20health%20insurance>