



# Case Study:

Delivering a smarter patient payment and engagement experience results in happier patients...and a healthier bottom line.

## Westmed Medical Group, an award-winning multispecialty practice

of over 500 top physicians and advanced care providers, prides itself on partnering with patients to deliver comprehensive, lifelong care. Westmed appreciates that the patient experience extends beyond office visits and hospital stays, and that unpleasant billing experiences can decrease satisfaction and even drive patients to seek out other providers for their care.

**36%** increase in collection rate

In the age of the empowered consumer, Westmed recognized that providing the best patient experience required new, updated patient payment and engagement methods. By simplifying the payment process, they believed they could increase their collection rate, reduce time to collection, and markedly improve patient satisfaction.

**To drive these improvements, Westmed selected Cedar.**

Cedar believes that the healthcare experience should be as easy as shopping on Amazon. The Cedar platform is tailored to provide the best possible customer experience by utilizing a consumer-friendly interface, easy-to-understand billing, and a multi-source data engine paired with advanced AI to determine patient preferences, including preferred payment methods (e.g., phone, desktop, mail), the best times to reach out, and if/when a payment plan may be necessary.

**After a promising pilot period,** Cedar was rolled out to the entire Westmed Medical Group. Cedar worked closely with Westmed to train their team and educate patients about the new system to ensure a smooth transition. Westmed experienced near immediate improvements in financial results and patient satisfaction. Patients were more likely to pay their bills and pay them faster, appreciating how much easier the technology was to use.\*

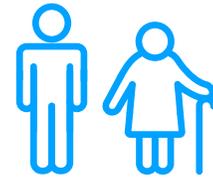
## Increased Patient Satisfaction

**23%**

increase in patient satisfaction

**97%**

overall patient satisfaction



Cedar proved effective across all age groups

## Improved Collections

**36%**

increase in collection rate

**59%**

reduction in time to collection, from 39 days to just 16 days

**85%**

of invoices billed to patients utilizing live chat support were paid

"It is streamlined, modern, and fast."

"Makes it much easier for me to pay."

"I'm so glad you reminded me to pay this bill."

"The option of using Apple Pay is very convenient."

"We care deeply about the patient experience and believe that modern technology, such as Cedar's, plays a fundamental role in helping us achieve our goals."

— Vicki McKinney, Chief Operating Officer, Westmed Practice Partners

\*Cedar/Westmed online patient satisfaction survey, 2018.