



Case Study:

Top-ranked academic medical center implements modern patient payment solution, increasing collections by 75% while significantly improving patient satisfaction

Maimonides Medical Center, a top-ranking independent teaching hospital in Brooklyn, NY, is dedicated to providing the best quality care for its culturally and economically diverse patient community. They recognize that delivering an outstanding patient experience extends well outside the walls of the hospital, so they are especially committed to improving the billing experience.

75%+ increase in collections

In a time when patients are accustomed to the ease and convenience of consumer applications like Apple and Amazon, Maimonides realized that they needed to modernize their largely paper-based patient billing processes not only to meet the needs of today's consumer, but also to significantly improve their bottom line.

To help lead the transition, Maimonides called on Cedar.

Cedar believes that the healthcare experience should be as easy as shopping on your favorite e-commerce sites. 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 optimal payment methods (e.g., phone, desktop, mail), the best times to reach out, and if/when a payment plan may be necessary.

In August 2018, Maimonides rolled out the patient payment and engagement solution, Cedar Pay, to a small subset of their patients. Cedar worked with the Maimonides team to help automate manual processes, drive operational efficiencies and ensure a smooth ramp-up. These initiatives had an immediate positive impact on patient experience and financial results. After just three months, Maimonides expanded Cedar Pay to their full patient population.

Significant Financial Improvements

75%+

Increase in
Collections

5x

Estimated
Reduction in
Cost to Collect

10x+

Return on
Investment

Increased Patient Satisfaction

97%

Overall Patient
Satisfaction

50%

Digital Adoption of
Cedar Pay

*3-month pilot results; August - October, 2018.

“ I couldn't be more pleased with the initial results we've seen across every sector of our patient population. Cedar's technology has helped us ensure a positive patient experience beyond the office visit, making it easier for patients to understand and pay their bills in a way that makes the most sense for them. ”

- Ayesha Amin, AVP of Finance Revenue Cycle, Maimonides Medical Center