



secondary bad debt recovery

h e a l t h c a r e

West Asset Management's Secondary Bad Debt Recovery service offers recovery on accounts that have been previously treated in a business office or primary recovery setting. Our customized account treatment incorporates highly trained recovery specialists, effective skip tracing processes, and an efficient recovery system — all designed to increase hospital cash flow.

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 four decades and applied it to our Early Out Self-Pay, Insurance Follow-Up and Bad Debt services to create positive patient relationships.

West Asset Management offers a customized secondary approach that focuses on recovery of delinquent account balances while recovering in our name. This service also offers a comprehensive accounts receivable process that includes insurance verification, skip tracing, and coordination of any resulting litigation.

Account Treatment and Segmentation.

After receipt of a client's portfolio, our Analytics and Intelligence Group (AIG) analyzes the portfolio to better understand the different attributes that will influence 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, we continually monitor for changes in the portfolio's attributes, the economy and various other metrics to ensure our clients' portfolios receive optimal treatment.

Insurance Discovery

If while working with our clients' patients, we discover the possibility that the insurance portion has been incorrectly paid, West Asset Management has the ability to bill the payer directly and follow up on the payment.



Flexible Automated Collection System (FACS).

West Asset Management uses Ontario Systems' FACS to combine account management and collection operations into a unified system. System components and features include the Guaranteed Contacts predictive dialer system, IVR, DISQ document imaging, VoiceTrak and one of the most flexible reporting capabilities in the industry.

IVR

- call routing
- 24/7 access
- account review

VoiceTrak

- call recording
- compliance reviews
- training tool

GC Dialer

- outbound dialing
- inbound dialing
- compliance

DISQ

- image scanning
- secure archive
- instant retrieval

Voice Trak—Call Recording

Voice Trak allows conversations between recovery specialists and patients to be recorded and archived. Recording calls has several advantages including minimizing complaints, verifying payment transactions, enhancing quality control and minimizing possible litigation.

Interactive Voice Response—IVR

Our IVR system provides patients with account information via a touch-tone phone. Information includes account balance, last payment amount and payment due date. During business hours, the caller can choose to be transferred directly to a recovery specialist.

DISQ—Document Scanning and Storage

DISQ is used to scan all incoming correspondence related to patient accounts. The scanned documents are linked via FACS to the primary account record and can be viewed or printed by the recovery team or any other authorized user.

GC Dialer— Guaranteed Contacts Predictive Dialer System

Our GC Predictive Dialer System is designed for efficient, high-volume call campaigns and is integrated with our recovery system. It offers call blending of outbound and inbound calls simultaneously, reducing wait time and providing a continual flow of live contacts. Additionally, because the dialer is integrated with FACS, all attempts and contacts with patients are automatically documented in the permanent account history.

performance focused