

# OFFER A BETTER PATIENT PAYMENT EXPERIENCE WITH TXT2PAY®

Nearly 90% of healthcare practices still use outdated collection methods to send bills to patients.<sup>1</sup>

**And it's not convenient for patients or providers.**



## PATIENTS ARE SLOW TO PAY MAILED INVOICES

It takes more than four weeks to collect a payment of any amount for 70% of healthcare providers.<sup>2</sup> And for 78% of providers, patient balances greater than \$1,000 can take 30+ days to collect.<sup>3</sup>



## PATIENTS ARE FRUSTRATED WITH PHONE CALLS AND HOLDS TIMES

Long hold times are one of the top reasons phone calls are frustrating for nearly 50% of consumers.<sup>4</sup> And while call volumes continue to increase for all providers—both in human healthcare and pet care—only 10% of consumers are satisfied with their current interactive voice response system.<sup>5</sup>

## PATIENTS EXPECT A DIFFERENT PAYMENT EXPERIENCE



**83%**

of patients want an electronic payment option for medical bills.<sup>6</sup>



**80%**

of patients prefer to use their own mobile device to make a medical bill payment for added security.<sup>7</sup>



**70%**

of millennial and Gen Z patients want appointment follow-up messages sent via text.<sup>8</sup>



# AUTHVIA OFFERS A BETTER PAYMENT EXPERIENCE FOR PATIENTS AND HEALTHCARE PRACTICES



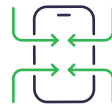
## TEXT PAYMENT REMINDERS AND INVOICES

Only 17% of patients currently communicate with their healthcare providers via text<sup>9</sup> even though 9 out of 10 consumers prefer to engage with businesses by texting.<sup>10</sup> Printed invoices are lost in the mail and emailed reminders get stuck in busy inboxes. Send payment reminders to make a payment in the channel that's convenient for both patients and providers—text.



## REDUCE PATIENT PHONE CALLS FOR PAYMENTS

Text payments and reminders don't just add convenience to the billing experience, they reduce incoming calls for payments over the phone. Text call deflection offers a better patient experience—removing the frustration of phone trees—and helps front desk staff connect with more patients at once, up to 8 conversations instead of just one.<sup>13</sup>



## COLLECT PAYMENT WITH TXT2PAY®

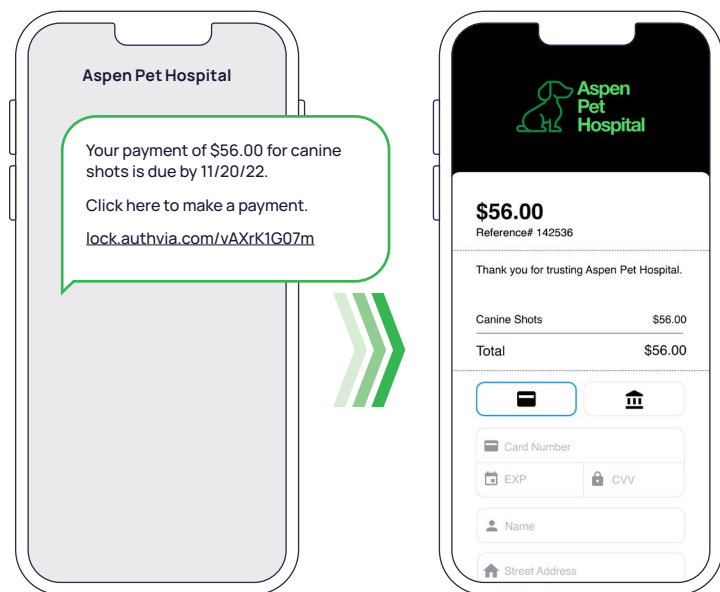
To add even more convenience to the patient payment experience, TXT2PAY® allows patients to make a payment directly in the text thread. While 95% of all texts are opened within just three minutes<sup>11</sup> and at least 50% of consumers complete the requested action in the text they receive,<sup>12</sup> TXT2PAY® offers a great way to improve speed-to-payment.



## CREATE A MORE SECURE PAYMENT EXPERIENCE

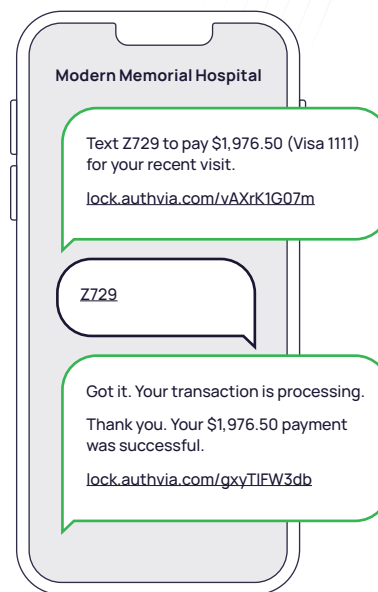
Nearly 70% of consumers worry about the security of the digital platforms they use to make payments.<sup>14</sup> TXT2PAY® offers a safer, more secure payment experience with the highest level of PCI compliance. Patient credit card information bypasses your practice eliminating fraud opportunities and data breach concerns.

## CONVENIENT PAYMENT EXPERIENCES FOR NEW AND RETURNING PATIENTS



### EASY SET-UP FOR FIRST-TIME PAYMENTS

Patients receiving their first TXT2PAY® request are directed to a microsite—with an embedded link right in the text thread—where they can enter their payment information.



### FASTER, MORE CONVENIENT TRANSACTIONS FOR RETURNING PATIENTS

Returning patients—or payment requests sent through Authvia from another provider or practice—bypass the microsite request for payment information and simply ask for a payment code confirmation.





## OFFER CONTACTLESS, CONVENIENT PAYMENT OPTIONS FOR YOUR HEALTHCARE PRACTICE, PET HOSPITAL, INSTACARE CLINIC, AND MORE:



Meet patient expectations



Remove friction with touchless payments



Get paid faster



Reduce paperwork and phone calls



Increase payment convenience

## MODERNIZE YOUR PATIENT PAYMENT EXPERIENCE WITH AUTHVIA.

- Make payments convenient—use TXT2PAY®
- Eliminate payment risk—keep patient payment data safe and secure
- Increase speed-to-payment—send payment requests via text

**CLICK HERE TO SPEAK WITH A SALES REP.**

AUTHVIA

1 <https://www.insted.com/white-papers/trends-in-healthcare-payments-annual-report/>  
2 <https://www.meddata.com/blog/2017/10/26/medical-billing-statistics>  
3 <https://www.insted.com/white-papers/trends-in-healthcare-payments-annual-report/>  
4 <https://www.interactions.com/blog/customer-care/3-rules-of-call-deflection/>  
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7 <https://patientengagementthit.com/news/patient-billing-financial-responsibility-frustrates-70-of-patients>  
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10 [https://assets.ctfassets.net/2fcg2lkxw1t/514jDXMvSKqIU64akoOW/cab0836a76d892bb4a654a4dbd16d4e6/Twilio\\_-\\_Messaging\\_Consumer\\_Survey\\_Report\\_FINAL.pdf](https://assets.ctfassets.net/2fcg2lkxw1t/514jDXMvSKqIU64akoOW/cab0836a76d892bb4a654a4dbd16d4e6/Twilio_-_Messaging_Consumer_Survey_Report_FINAL.pdf)  
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13 <https://quia.com/customer-texting-service/#:~:text=Via%20text%2C%20customer%20service%20agents,time%20%E2%80%94%20often%20up%20to%208>  
14 <https://www.prnewswire.com/news-releases/69-of-digital-payment-users-are-concerned-with-security-issues-but-majority-still-use-platforms-monthly-301020313.html>