

Patient Access Technology Market Share: Key Findings

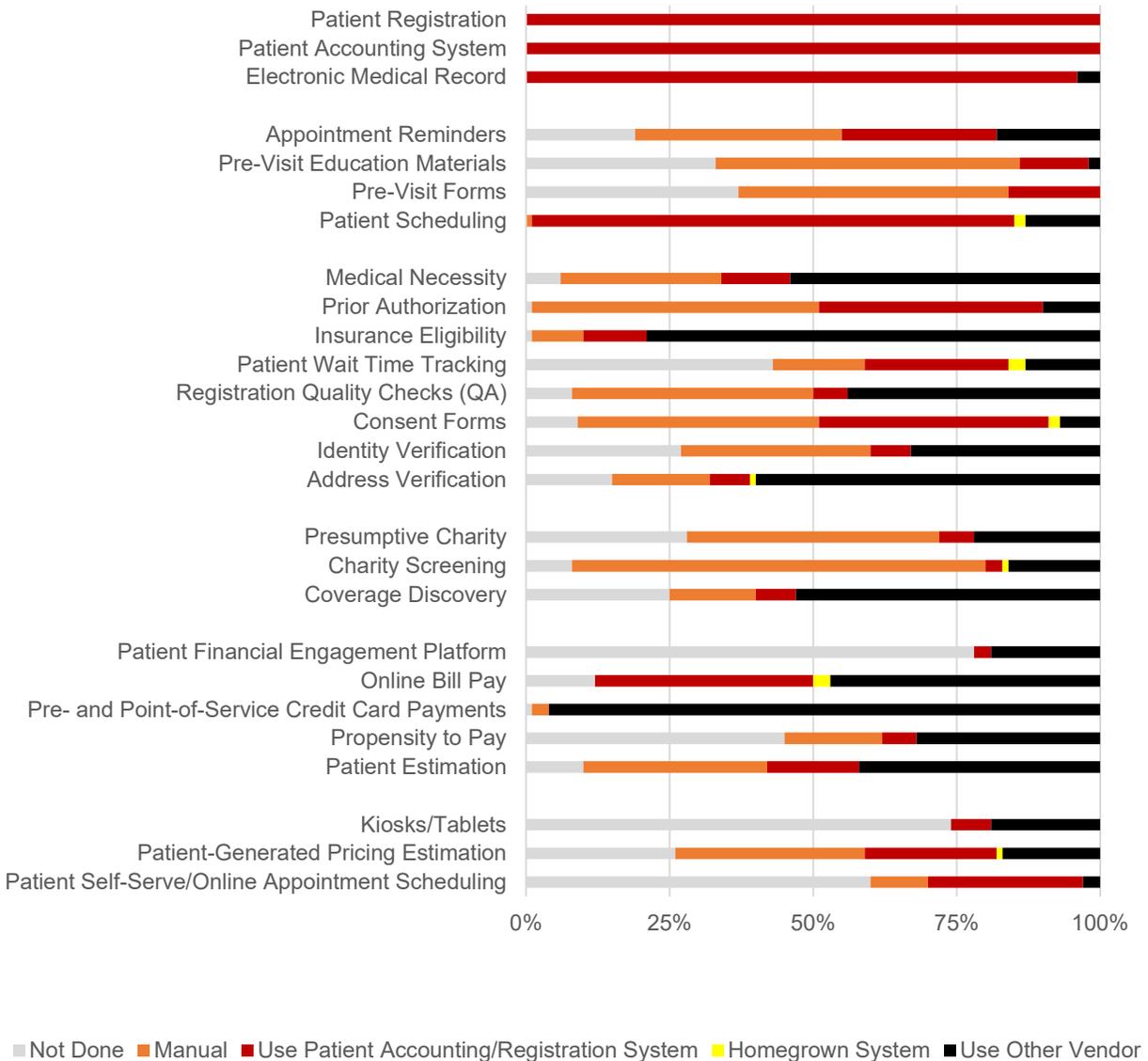
In August 2019, Eliciting Insights conducted a survey of revenue cycle executives with deep knowledge of Patient Access at over 150 health systems across the country. Health systems were questioned on revenue cycle priorities, Patient Access pain points, and technology buying trends, and then asked specifically if their health system performs key Patient Access functions, and if the functions were done manually or utilizing technology. If technology is used, they were then asked about the specific vendor. Below are key findings of that study.

Key Findings: Current State of Patient Access

- **Over half of Patient Access functions remain highly manual:** More than 30% of health systems rely on manual processes for prior authorizations, patient- and staff-generated pricing estimation, charity screening, pre-visit forms and education materials, presumptive charity, registration quality checks, appointment reminders, and identity verification.
- **Substantial white space for patient financial engagement and self-service technologies:** Over half of health systems surveyed do not offer a patient financial engagement platform, kiosks, or patient self-serve scheduling.
- **Health systems use their patient accounting vendor for registration/ADT and scheduling technology:** Nearly 100% of health systems surveyed are using technology for registration/ADT and scheduling, and 96% are using their patient accounting system for these technologies, leaving little white space and an uphill battle for niche or bolt-on technology vendors.
- **Bolt-on technologies are favored for most Patient Access functions outside registration and scheduling:** Health systems are either using a niche/bolt-on technology vendor, or no vendor at all. In some cases, health systems have not adopted these best practice Patient Access workflows at all.
- **Epic continues to deepen revenue cycle capabilities and market share:** Health systems using Epic are far more likely to use Epic for additional Patient Access capabilities.

- Market share for Patient Access vendors is highly fragmented:** There is significant fragmentation among vendors working with health systems for certain solutions, specifically: medical necessity, registration quality checks, identity/address verification, online bill pay, pre- and point-of-service credit card payments and patient estimation

Chart 1. Technology Vendors Across Patient Access Functions



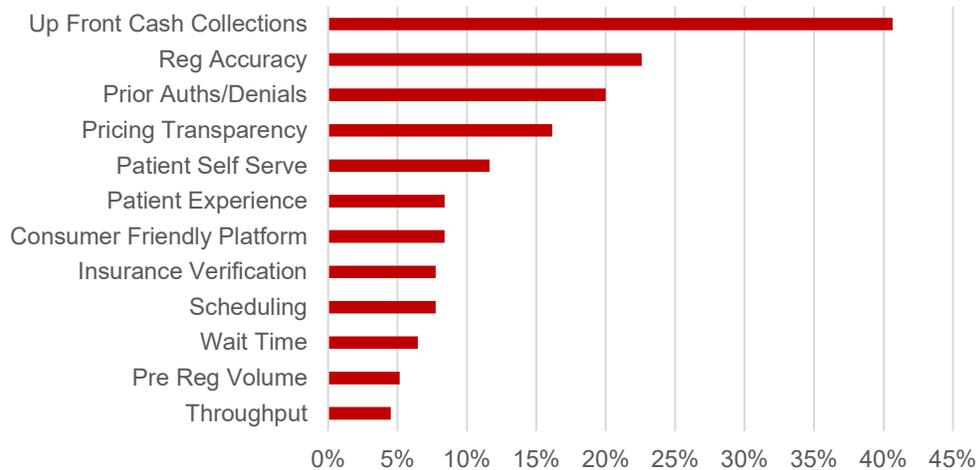
Key Findings: The Future of Patient Access

Hospitals and health systems remain diligently focused on maximizing patient collections as high deductible health plans continue to gain traction in the market. While collection activity has historically taken place after the point of service, results of this market study indicate that there is interest in purchasing technology that increases patient and maximizes insurance collections in the Patient Access portion of the revenue cycle—before any services have been provided.

Patient Access Priorities

Beyond technology currently in place with health systems, this study also asked health system executives about priorities within the Patient Access department. **Chart 2** shows health system priorities: Collection of more cash up front, either pre-service or at the point of service, was a top priority for over 40% of executives, followed by ensuring accurate patient registration and obtaining prior authorizations.

Chart 2. Top Patient Access Priorities



Just over a quarter of health systems surveyed have plans to invest in additional Patient Access technology within the next 18 months (see **Chart 3**). Technologies that increase patient self-service, including kiosks/tablets, electronic consent forms, patient self-serve payment technology, self-serve registration, and scheduling, are on the shopping lists of those health systems looking to purchase new Patient Access technology. **Chart 4** details Patient Access technology purchase plans for health systems surveyed.

Chart 3. % Health Systems Planning to Add Technology to Patient Access Workflows within 18 Months

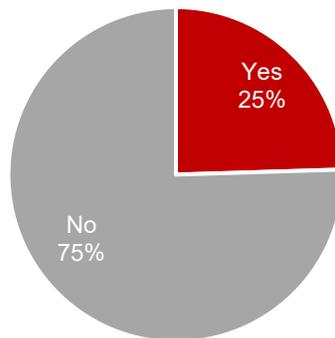
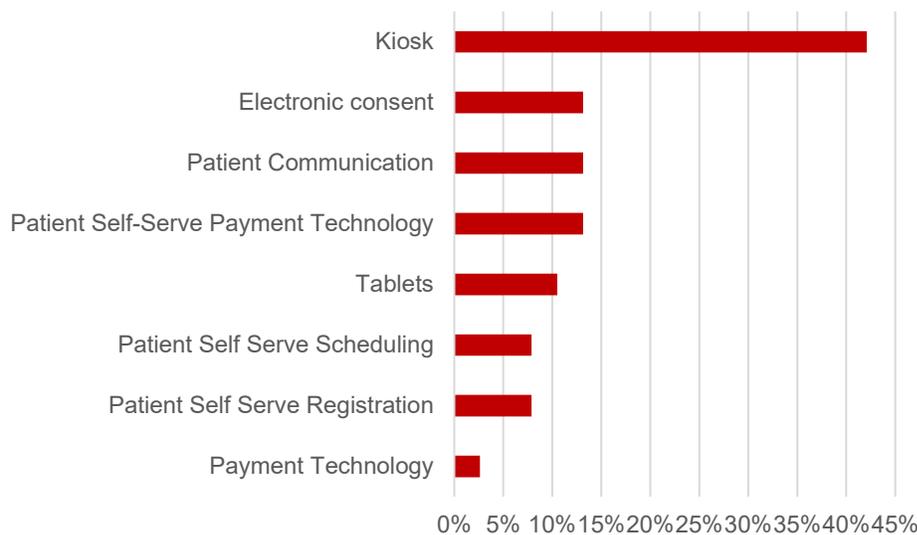


Chart 4. Areas of Investment Among the 25% of Health Systems Planning to Purchase Patient Access Technology



The overwhelming focus on the need to collect more cash up front provides a significant opportunity for technology vendors, as over a third of health systems surveyed have no or manual-only processes in place to deal with pre- or point-of-service patient collections. Health systems that do have a technology vendor in place for patient collections are using a myriad of vendors; there are no Patient Payment vendors that have gained dominant market share. Further, technology vendors that offer self-service capabilities that can enable health systems to collect more patient dollars prior to or at the point of care are primed for success in the coming years.