



Healthcare

Cognizant self-pay services

Technology and services
work harmoniously to
maximize revenue recovery

With high deductible healthcare plans increasing in popularity, hospital and healthcare facilities are facing unique challenges in recouping payments. As the focus sharpens around the patient's portion of the balance, a recent survey found that collectability on patient debt decreases drastically once the debt amount crosses a certain threshold. For example, the self-pay after insurance collection rate for an amount above \$7,500 is only 17%¹.

Cognizant can help providers respond effectively to growing patient balances. Our collaborative approach to self-pay accounts addresses financial challenges by leveraging technology and services to maximize quality interactions with patients and guarantors,

¹Hospital collection rates for self-pay patient accounts (2022, August). [Crowe](#).

**Cognizant is recognized as
a Leader on Everest Group's
Revenue Cycle Management
(RCM) Operations PEAK
Matrix® Assessment**



Technology-enabled solutions:

- Supportive technologies and patient portals that integrate with existing client systems
- Real-time voice analytics technology to detect and analyze words or phrases during patient interactions to trigger direct workflow actions

optimizing cash collections and creating positive patient relations. Cognizant's real-time voice analytics technology can detect pre-programmed words and phrases during patient interactions, and can analyze emotions to initiate intervention or jumpstart workflows. Moreover, our proprietary AI-driven account scoring and segmentation models help identify and prioritize accounts by highest probability to pay.

Our innovative technology is supported by a knowledgeable team that works hand-in-hand with clients to combat diminished returns on self-pay receivables. Cognizant preemptively collects from patients while they are part of the active receivables by identifying insurance, verifying coverage, filing claims and billing follow-up to payers when payment is not received in a timely manner. Furthermore, our extended business office can assume the following responsibilities for clients:

- Implement scrubbing process to find missed insurance and then resubmit claims
- Provide patient education, enrollment and payment plan monitoring
- Deliver Payment Card Industry (PCI)-certified IVR solution for credit card processing

Our differentiators:

- Over 25 years of experience in self-pay
- Digital first approach to statements and patient communications
- PCI-certified IVR solution for credit card processing
- Bot eligibility scrubbing process for non-Medicaid products to identify additional eligibility
- Priority account scoring and segmentation modeling

Increasing self-pay accounts can be overwhelming for providers to navigate. By partnering with Cognizant, hospitals and health systems can utilize our experienced staff and enterprise technology to quickly address self-pay account backlogs—without incurring licensing costs or implementation delays.

Learn more about Cognizant Revenue Cycle Management services today.
Visit our website at [cognizantrcm.com](https://www.cognizantrcm.com).



Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@cognizant](https://twitter.com/cognizant).

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