



Point of Service Collections: Using Words that Work

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Who is Aspirus?

- 8 Hospitals and 50+ Clinics
 - 6 CAH
 - 2 PPS
- WI and UP
- 1 billion in net revenue



Objectives

Learn how using a Words that Work strategy helps staff with how to:

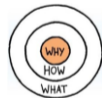
- Effectively guide patients through financial discussions
- Increase point of service collections
- Strengthen relationships across teams

H₂O The Ah-ha! Moment

- The Golden Circle
- Simon Sinek, Ted Talk <https://youtu.be/IP6eClXpxw> (5 minute version)



H₂O The Golden Circle Applied



- Expecting a behavior by going from what to why
 - What: Collect patient responsibility amounts at point of service
 - How: By using the information populated within the check-in screen
 - Why: To reduce collection expenses

Inspiring Inside Out!

- Driving behavior by starting with the why
- Why: Patients depend on us to reduce anxiety, stress and fear
 - How: By assisting them through effective patient financial discussions
 - What: And we just happen to collect patient responsibility amounts

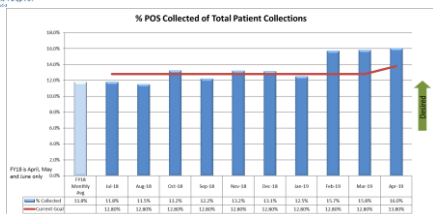
H₂O The Why – Analogy



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 H₂O Words that Work Scenario Template

Words & Behaviors That Don't Work	How Does This Make You Feel?	Words & Behaviors That Work

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 H₂O The What – Results



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 H₂O Strengthening Relationships

Key Contributors:

- Communicating Inside Out – Top Down
- Role Clarity
- Going back to the basics
- Role Playing
- Visual Management
 - Goals
 - Dashboard
 - Huddles
 - Executive Summary





Questions

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