



WHITEPAPER

Latest Digital Approaches to Improve Revenue Cycle Operations

Make the right digital move and
grow your business

Introduction

Healthcare facilities across the United States are currently combatting major challenges such as staff shortages, poor patient satisfaction, decreased patient flow, and much more. To stay competitive and adapt to the healthcare industry changes, many providers have started leveraging new digital approaches to improve the efficiency of their revenue-cycle operations.

With the healthcare industry facing low revenue growth for many years now, it's time to take the digital route to analyze and work on the key areas of your revenue cycle operations where you can leverage technology to bolster operations and make your business experience a sustainable profit or growth.

Besides, digital marketing is a lucrative option to promote your healthcare practice online and spread brand awareness. A strong digital presence is the best way to educate, engage, and retain potential and existing customers.



The Role of Digital Transformation in Optimizing Your Revenue Cycle Operations

The U.S. healthcare industry is enormous and the national health spending is expected to reach \$5.7 trillion by 2026. Therefore, there is ample time for providers to use the latest digital approaches to bring in more revenue.

The main perk of using digital approaches is to streamline physicians' work, improving patient flow, reducing human error, and improving the cash flow of the practice.



Patients prefer a hassle-free digitalized experience now. In a 2021 survey, 51% of patients preferred a digital connection for five major patient-doctor interactions: scheduling an appointment, filling out forms, asking providers questions, paying bills, and accessing their personal health information records. The majority of patients want to book an appointment online.

Therefore, transforming your healthcare organization and optimizing critical stages of your revenue cycle through a digital transformation is a crucial way to improve your cash flow and maximize your resources.



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The Latest Digital Trends in Healthcare



To Schedule Appointments

According to DMN3, 77% of consumers come online to book medical appointments as per their convenient time and day. Patients now expect to make an online appointment instead of scheduling one over a call and therefore, this has increased the usage of online patient portals among healthcare providers that allow them to schedule an appointment in a single click and help drive more patients.



Collecting Patient Payments

Using convenient and secure online payment portals to collect payments from patients is another digital transformation that helps providers streamline their revenue cycle management process. Through a secured payment portal, patients are able to pay online with all of the patient and financial information safely encrypted as per HIPAA requirements.



More Accurate Staffing

Big data's predictive analytics is another game-changing digital approach to estimating future staff admission rates, which helps medical facilities allocate proper staff for patients. For example, algorithms can predict the absenteeism rate of the staff and help optimize team staffing. Leveraging analytics can save time, and money, as well as help providers to form an optimum staff composition for their practice.



Social Media Marketing

Social media marketing is one of the interesting aspects of digital marketing which is booming in the healthcare industry. It provides an opportunity to target patients with different age groups, gender, and medical conditions, and help you find the patients or clients who are interested to have their treatment at your medical facility. Moreover, it keeps you stay connected with your patients.



Targeting Specific Patients With Ads

Healthcare providers across the United States are leveraging pay-per-click (PPC) campaigns to invite and attract new patients and build awareness about their healthcare facilities. PPC is one of the crucial components of growing your healthcare practice digitally. Paid ad campaigns are proven to generate leads quickly and are easily scalable. It helps you target specific audiences/patients from particular demographics who are looking for your medical services.



The Healthcare SEO

About 77% of the patients use search engines to look for their desired healthcare provider in their locality. Healthcare digital trends are so effective that most patients choose their healthcare providers based on what they see online. With a strong SEO digital strategy, healthcare providers now improve their patients' user experience and drive more traffic to their websites organically.



Start Your Digital Transformation With Capline Healthcare Management

Given the current healthcare landscape, digital approaches are the best way to improve your revenue cycle management process. Capline Healthcare Management is a pioneer of end-to-end revenue cycle management

- SEO
- Paid Marketing
- Social Media Marketing
- Online Reputation Management
- Website Designing and Development



Leverage our wide range of digital marketing services to take your healthcare practice to the next level.



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