

Shaping what's possible.

How automation helps conquer today's healthcare challenges.

Rectangle
HEALTH

#ShapingWhatsPossible



Overcome staffing issues at the office with healthcare technology.

The Great Resignation and current labor issues are impacting healthcare practices, presenting significant near- and long-term implications. While we still face uncertainty, patients need care and rely on practices to remain open. Positively, practices that embrace digital technology benefit from spending less time, money, and effort on administrative functions so they can focus on delivering patient care. Software solutions offer a helping hand to organizations seeking much-needed relief.

While some may think that technology replaces human contribution, it actually encourages empathetic care by liberating staff from time-consuming tasks and manual processes. From digital registration to contactless payments, automating administrative tasks improves process and workflow making the everyday a little easier at the practice.

In this e-book by Rectangle Health, we'll address how automation assists healthcare practices and organizations, especially during difficult times.

More automation, less frustration.

Addressing pain points with the benefits of healthcare software solutions.

- 1 Patients**
More compassion,
less contact.
- 2 Profitability**
More revenue,
less expense.
- 3 Process**
More focus,
less distraction.
- 4 Productivity**
More bandwidth,
less burnout.

With more responsibility and less resources, how can understaffed and overburdened teams manage their workloads at healthcare practices and organizations? **The answer lies in automation.**

1 Patients

More compassion,
less contact.



“In this consumer-centric world, patients are increasingly willing to switch providers for a convenient experience, making it even more compelling to consider digital tools.”

– Michelle Dowling, Executive Vice President of Marketing, Rectangle Health

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Offering touchless technology permits practices to extend safe and convenient ways for patients to schedule payments and pay for services, allowing staff and providers to deliver care – even if the visit is virtual.

Increasingly, stretched-thin administrative staff are doing their best to persevere under pressure. While constant uncertainty leads to feelings of exhaustion, patients still seek routine care on top of necessary – and even elective – treatments. In spite of this, healthcare professionals must find ways to deliver elevated levels of care and compassion while reducing some of the face to face and physical interactions that once seemed irreplaceable in healthcare.

The good news is that using digital functionality to manage activities along the patient journey doesn't have to feel cold or impersonal. Today, touchless technology achieves a critical purpose without sacrificing much in the way of human interaction – offering safe, secure, and convenient methods to connect with others.

For healthcare organizations, contactless capabilities create a communication bridge between practices and patients. Digital registration, text messages, QR codes, and contactless payments drastically decrease physical interaction between administrative staff and patients, as well as risk tied to high-touch equipment, such as the old pen-and-clipboard method. The “new normal” of frictionless, digital communication and payment affords more time, security, and safety to comfortably connect without compromising care.

Key Solutions

Touchless technology that promotes compassionate care includes:

- >> Customizable Messages
- >> Contactless Payments
- >> Care Now, Pay Later

2

Profitability

More revenue,
less expense.



“Rectangle Health helps office expedite the collection of payments in ways that create a smooth customer experience for patients, reduce days in A/R, and ultimately boost financial stability and growth.”

– Brian Doyle, Vice President of Enterprise Sales,
Rectangle Health

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Automation provides an immediate return on investment in terms of minimized paper statements, improved patient retention, and increased payment collection thanks to more modernized practice management functionality.

Overhead costs, mandatory PPE, supply-chain issues, wage increases, and rising inflation all drive expenses up at healthcare organizations. Historically, the struggle for some practices to realize positive cash flow could typically be attributed to the confusion around what patients would owe out of pocket, how to effectively reach them to resolve outstanding balances, and not providing convenient payment options for patients.

Key Solutions

Digital payment solutions that reduce accounts receivable (A/R) include:

- >> Patient Financing
- >> Revenue Cycle Management
- >> Secure Payment Processing

Tech-savvy practices that have adopted software solutions that allow patients to pay and engage online are improving patient payment collection rates and seeing a reduction of days in accounts receivable. Giving patients the convenience of contactless payment options and allowing them to pay for care when and how they want accelerates the revenue cycle.

For example, practices may allow patients to submit a co-pay online before their visit, or opt to send an immediate text to a patient to recoup a balance due versus waiting for a paper statement to be processed. These methods of expediting payments increase cash flow to the practice.

3

Process

More focus,
less distraction.



“In addition to transaction visibility and refunding ease, it’s very simple for the staff to input payment plan information.”

– Kendria Johnson, Senior Manager
of Patient Account Services,
MedQuest Associates

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Consolidating patient data, securing sensitive information, and reducing manual errors eases administrative effort to allow staff to focus on patient care.

Disconnected data and software plague healthcare practices and organizations today. As administrators attempt to navigate disjointed systems, the lack of cohesiveness creates bottlenecks, redundancy and poor visibility into practice operations, and may even detract from the amount of time that staff can dedicate to patient care. It’s commonplace for practices to juggle multiple systems – from electronic health records to scheduling software to patient communication portals. To protect patient information and maximize office efficiency, streamlining solutions into one secure healthcare technology ecosystem is paramount.

Ideally, practices seek technology solutions that will interface seamlessly with their existing practice management software, and not create extra workflows. Processes as simple as automatically posting payments to the patient ledger and integrating digital registration forms can make a world of difference when it comes to staff efficiency.

One of the most surprising benefits of technology improvements is how it boosts employee morale and encourages staff-wide teamwork. With the stress of repetitive tasks reduced and complex processes easier to manage, teams are more likely to collaborate and enjoy the workplace environment. An enthusiastic office staff is more prone to be more productive and deliver a stronger patient experience.

Key Solutions

Healthcare technology solutions that enhance office workflows include:

- >> Touch-Free Technology
- >> Digital Registration Forms
- >> Point of Care Payments

4 Productivity

More bandwidth,
less burnout.



“Healthcare organizations should list the manual processes they have today and consider how technology solutions can save them time by implementing automation into their practice and create a more engaging experience for their patients.”

– Taisha Ferrendelli, Director of Enterprise Product Delivery, Rectangle Health

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Automating activities from tedious tasks to complex workflows gives administrative staff a much-needed reprieve.

The pressure on healthcare providers and their workers is unrelenting. Reports show that employees within the industry continue to be displaced, switch to different employers, and even leave the industry entirely. Like patients, healthcare professionals seek relief, too. Automation-oriented features found in healthcare technology platforms can relieve some of the stressors that have resulted in unprecedented labor shortages in healthcare. Using technology to replace activities such as manual patient communications and registration, scheduling, and billing frees staff from cumbersome administrative work that consumes their time and challenges their limited resources. Perhaps the biggest technology boon for healthcare practices is obtaining a Card on File, which allows patients to securely store their payment information.

Card on File frees up the office staff so they no longer need to ask repeatedly for patient and can take comfort that the Card on File makes payment transactions possible before, during, and after care, with no hassle at all.

Digital functionality opens possibilities for both the practice and patients. Patients can fill out forms online, receive text-based communications, and pay through their handheld devices. These convenient methods means less of a scramble to confirm appointments and capture payments. A significant way to alleviate stress is to lean on the power of the internet for cloud-based solutions and online options. The practice website can serve as a conduit for electronic communications, as well as online payments, letting patients connect with the office even outside of regular office hours. Putting digital technology and electronic communications to work for the practice gives back valuable time to the staff, so they can better attend to patient – and provider – needs.

Key Solutions

Healthcare payment technology that automates collections for office staff includes:

>> Card on File

>> Text to Pay

>> Online Payments

Automation makes it possible.

**Want to learn more about how
automation can help your
healthcare organization?**



Let's talk.

Current labor shortages facing the healthcare industry accelerate the need for automation to support practices and organizations facing productivity challenges. Those that choose to tap into technology have a greater ability to adapt to a changing environment. With a reinvigorated workforce, automation will enhance day-to-day responsibilities in accordance with business needs. These changes can result in an effective transition to progressive healthcare solutions, critical to providing a more consumer-centric experience – both in and out of the office.

Implementing a successful digital transformation is within reach. Unification of patient data, service providers, and healthcare solutions into a continuous, consistent ecosystem makes long-term sense and should be approached strategically. Healthcare practices and organizations that seek a technology partner for guidance will find they can count on digital solutions and automated processes to enhance operations. A technology partner can enable practice staff to deliver a high level of quality care during challenging times.

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About Rectangle Health

Rectangle Health, a leading healthcare technology company, empowers medical, dental, and specialty practices with seamless and secure technology to drive revenue by increasing patient payments and streamlining practice management and payment processing. Since 1993, the company's innovative solutions have reduced administrative burden and rebalanced the ledger for its thousands of healthcare providers in the United States, reliably processing billions of dollars in payments annually.

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