



## CASE STUDY

### POLARIS SURGERY CENTER

#### BENEFITS

*Boosts cash flow by increasing dollar volume of credit card payments*

*Improves staff efficiency in processing payments*

*Reduces staff workload by requiring less data entry*

*Boosts customer satisfaction with simple, convenient, 24x7 online payment options*

## ePAY Improves Cash Flow and Increases Efficiency for Polaris Surgery Center

*Online payment solution dramatically increases payments and links to hospital information system for reduced data entry*

Not all payment processing services are created equal. That's what Polaris Surgery Center learned when it tried using a "virtual merchant" credit card processing product from its local bank. The solution offered limited services, no processing for American Express cards, and fairly steep fees. So Polaris investigated options, selected the suite of payment applications from ePAY Healthcare, and got a patient-friendly service that offers more functionality, hospital information system integration, payment plans and more—all for a fee lower than the bank's.

### Increasing Credit Card Payments by 20 Percent

Rick Myers, Business Office Manager for Polaris, says the dollar volume of credit card payments has increased by 20 percent since the facility began using ePAY: "Part of that increase is because we can now process payments made via American Express, and another part is because patients can go online via the ePAY web portal, see their current balances, and pay online, all at their convenience."

Myers expects the amount of online payments to increase further once Polaris implements a program of delivering upfront notices of responsibility to patients. "That information is now included in their pre-surgery packets," he says, "but we'll soon be able to inform patients upfront of what

their patient responsibility for a procedure will be. Then with ePAY, we can take an initial payment and set up an automated payment plan for the remainder, which will be a convenience for our patients and further improve our cash flow."

### Integrating with HIS Simplifies Patient Accounting

ePAY is integrated with the hospital information system (HIS) that Polaris uses to manage patient information. "That integration makes it a lot easier for us to process a payment when a patient calls in," says Myers. "With our old system, we had to type in the patient's name, account number, date of service, amount of payment, remaining balance, etc. With the ePAY integration, all that information is already there. And we need only one system—ePAY—to process the payment, instead of having to access two different systems to get the information, enter the data, and process the payment. The ePAY workflow saves a lot of time for the patient and our staff."

Myers says that all six members of the Polaris business office have access to the ePAY system and find it simple to process payments from patients who call. Only two people had access to the previous system, which meant Polaris would miss the "window of opportunity" if a patient called to make a payment and neither of the processors was available. In addition, the Polaris

staff found it frustrating to have to pass along a task they could perform for a patient; they're happier with the new, expanded access. "Now that anyone can process a payment, our collection rate has increased and the workload on the two people who previously were the only processors has decreased," says Myers.

**Myers estimates that processing payments through ePAY has reduced staff workload by 20 percent.** "Even our staff members who were a little resistant to change their established procedures found that with ePAY there's less data entry and they're more efficient because they can get everything done in one system," he says.

### Viewing Real-time Balances

Polaris promotes the ePAY online payment service on its patient statements, and Myers says about 10 percent of patients are now using that option—a percentage he expects to increase once the upfront notifications become standard.

Staff and patients at Polaris also access the ePAY portal on the Polaris website to view updated information. Myers says users like the convenience of accessing ePAY directly from the Polaris site. "The link between our site and ePAY makes it appear that ePAY is just another tab and service on our site," he says.

Polaris posts payments to patient accounts only when the facility actually receives the funds. As a result, with the old system patients weren't able to see that their payments had been received and were waiting to be posted. "With ePAY," Myers says, "patients can process their payments online and immediately see the updated balance, and they can view any of their prior payments in their account history. That's an improvement in customer service."

### Helping Polaris Accomplish Business Goals

ePAY helps Polaris increase its cash flow, and the projected process for upfront notifications and payment plan enrollments will increase it even more. Myers adds that ePAY helps Polaris operate more efficiently internally by converting to a paperless, online service environment, which gives the business more time to focus on working proactively with patients to facilitate payment for services. For patients, ePAY provides simple,

convenient, 24/7 access to information and payment processing. "ePAY enables us to be more in tune with the times and deliver excellent customer service," says Myers. "All in all, we're very happy with the ePAY solution and the range of services we receive."

### About Polaris Surgery Center

Located in Westerville, Ohio, in the OhioHealth Westerville Medical Campus, Polaris Surgery Center is a state-of-the-art facility with four operating rooms and a staff of more than 50 credentialed physicians. Polaris is a multi-specialty facility whose physicians perform procedures primarily in orthopedics and podiatry, but also in plastic surgery, ob-gyn, pain management, and general surgery. The facility serves the greater Columbus area and Franklin County in Ohio. Last year, physicians at Polaris handled more than 3,000 cases.

### About ePAY Healthcare

ePAY Healthcare is the only provider of a complete suite of payment applications entirely focused on simplifying payments to increase cash flow. ePAY Healthcare helps you get paid for the care you deliver—faster. For patients, our real-time integration and patient-friendly web interface show patients how much they owe and gives them multiple ways to pay. For healthcare facilities, workload is reduced through one solution that automates both office payments and patient payment plans.

### For More Information

Please visit [www.epayhealthcare.com](http://www.epayhealthcare.com)  
call 1-877-203-8105,  
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