



## CASE STUDY

# How Cedar helped ApolloMD increase their patient pay collection rate by 42%

The largest clinician owned and operated private group in Georgia and North Carolina with a national presence improved collections, digital engagement and patient satisfaction with Cedar Pay.



## CHALLENGE

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In 2020, ApolloMD was at a crossroads. The physician group is doctor-run, meaning clinical results have consistently been excellent, but the patient financial experience was sometimes overlooked.

Historically, ApolloMD, like many healthcare organizations, focused on collecting from insurance companies. However, as high deductible plans became more common and patients took on more responsibility

for paying bills, the team needed to find ways to better engage patients in a scalable way.

“We really put limited effort into patient collections,” COO Amy Katnik said. “We did no outbound calling and had no self-pay team... But with the industry shift to high deductible plans, we knew we couldn’t just rely on going to payers for revenue and had to make a change.”



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AMY KATNIK, COO





## SOLUTION

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After meeting with Cedar at the annual Healthcare Financial Management Association conference, Katnik and VP of Revenue Cycle Management Tennille Lizarraga discussed how a patient financial engagement solution could solve ApolloMD's challenges.

"Cedar personalized the sales outreach, and we were immensely impressed with their approach, the thought process that went into everything, the product's configurability and how patient-friendly it was," Katnik said. "The other vendors didn't reach out in the same personalized way, so they didn't stand a chance. And

when we presented it to the executive team, there was zero pushback. We were ripe for this solution. In the end it was the right fit at the right time with the right momentum."

According to Lizarraga, the process was seamless from day one.

"Cedar was probably the best implementation we ever did. It was certainly the smoothest and gave the fastest results," she said. "We didn't have to defend the decision to leadership for months like with other partners, because with Cedar we saw the collections lift almost instantaneously."



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TENNILLE LIZARRAGA,  
VP OF REVENUE CYCLE MANAGEMENT





## RESULTS

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“When you change your outward behavior, patients change theirs. We’re seeing that in patient engagement, patient satisfaction score and the comments they’re leaving. It’s immensely telling.”

TENNILLE LIZARRAGA,  
VP OF REVENUE CYCLE MANAGEMENT



# 42%

increase in overall patient collection rate



# 92%

of collections come from patients with some evidence of digital engagement



# 87%\*

patient satisfaction rate across **44,000 responses**

*\*Exceeding best-in-class B2C companies like Netflix (78%) and Apple (82%).*

