



Case study

Westmed Medical Group



At-a-glance

Background

Westmed Medical Group is an award-winning multispecialty practice with 500+ physicians and advanced care providers across Westchester County, New York and Fairfield County, Connecticut.

Challenge

With patient satisfaction a top priority, Westmed recognized they needed a better alternative to their inefficient paper-based billing system. Patients expected and demanded a more modern, convenient payment experience.

Solution

Westmed called on Cedar to lead their digital transformation, starting with Cedar Pay — a payment and engagement solution powered by machine learning that offers a more customized, simple way to resolve bills. Additionally, Westmed is now piloting Cedar's pre-visit functionality for further transparency and patient support.

Results

Just 10 months after a practice-wide rollout, Westmed continues to see increased patient satisfaction, steady growth of digital payment adoption and increased collection rates across all age groups.

Read the case study for details.

Background

In early 2018, with self pay and deductibles on the rise, patients flooded Westmed's call center with billing questions and complaints. The practice's paper-based billing solution was no longer meeting patient needs, resulting in decreased satisfaction and lower collection rates.

Westmed embarked on an extensive search for a more modern, consumer-focused solution. Outsourced technology was a big investment for the practice, so the right vendor had to share their vision for a better patient experience and be a true collaborative partner in innovation.

Westmed chose Cedar's payment and engagement platform to deliver a personalized, convenient digital experience.

Within 10 months, Cedar has been rolled out to over 195,000 users, and patient satisfaction and financial results have exceeded expectations.

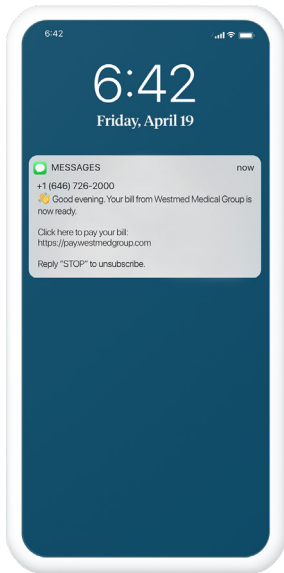


“It’s important to remember that the patient experience extends beyond office visits and hospital stays. Unpleasant billing experiences can greatly impact patient satisfaction and revenue, so you want to make the process as easy and transparent as possible.”

—Vicki McKinney, COO, Westmed Practice Partners

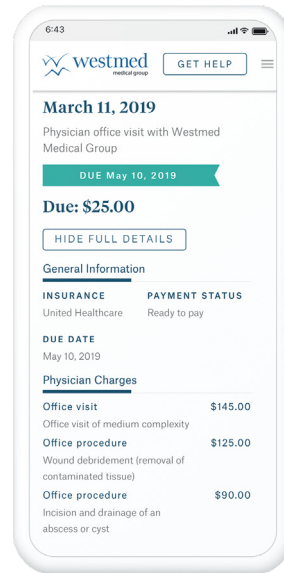
Approach

The patient mobile interface: Intuitive by design



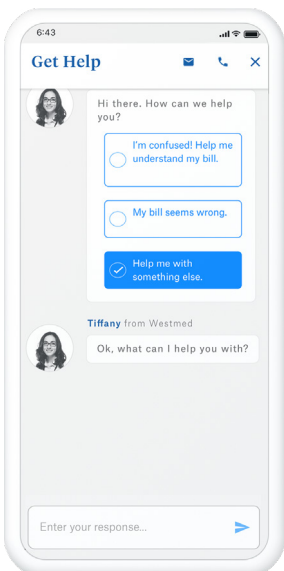
1

Personalized communication driven by machine learning creates a greater likelihood to engage



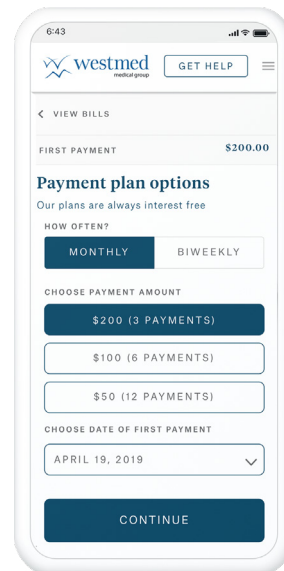
2

Patient-centered interface delivers a better, easier payment experience



3

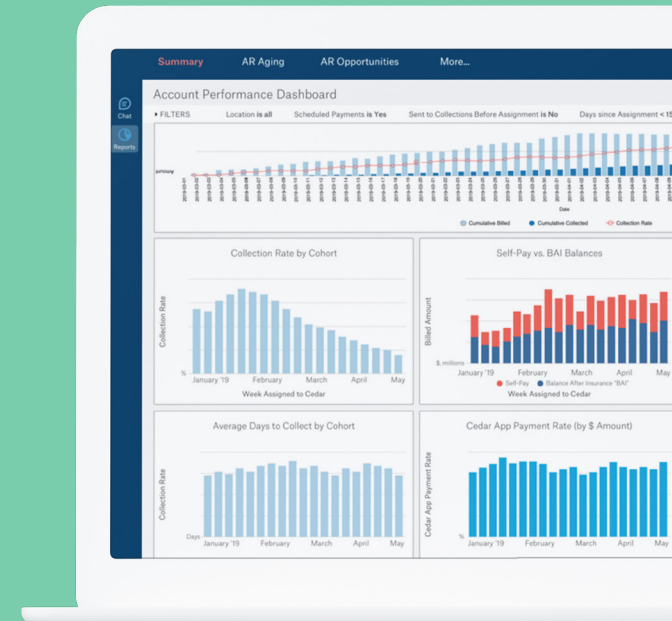
Chat reduces the friction of getting help, and helps speed up the payment process



4

Customized payment options drive improved collections by offering financial flexibility

Provider dashboards:
Robust analytics delivered in a simple, actionable format



Data-driven insights help inform business decisions and measure results

Results*

74%

Collection rate

*90 day collections increase
from 59% to 74%*

23%

Reduction in avg
time to collect

From 39 days to 30 days

95%

Patient satisfaction

*"Thank you for making
payment easy so I didn't have
to put it off for later! Love it!"*

—Westmed patient

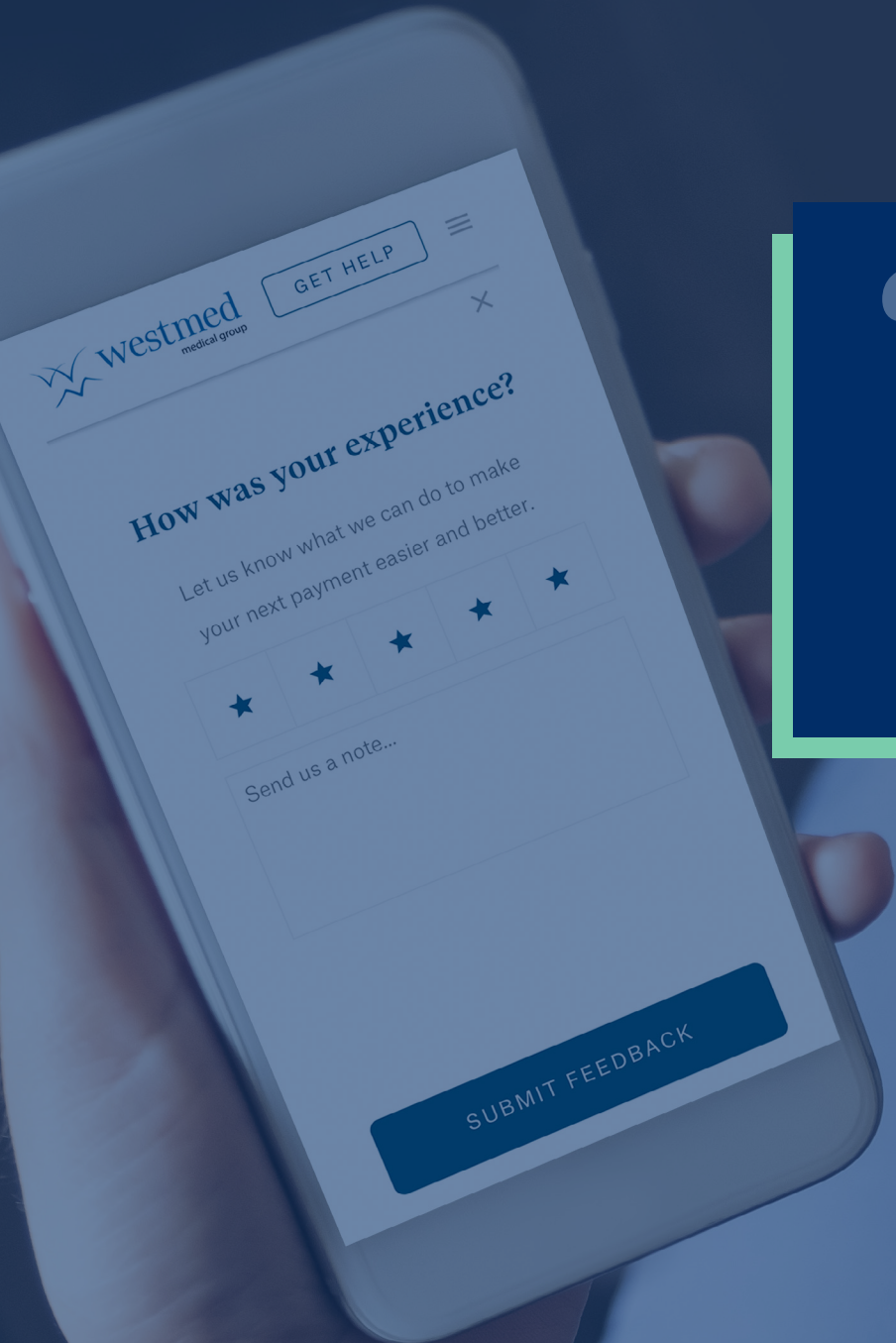
~64%

Digital adoption rate

*Effective for all age groups,
including 65+*



**All metrics taken from internal Cedar data and based on all
invoices assigned in Q1 2019 (January - March).*



In the months ahead, Cedar and Westmed will be collaborating on innovations focused on applying Cedar's advanced data science and user-centric design beyond billing to help improve the entire end-to-end patient experience.

“Cedar is continually looking for new ways to help us improve end-to-end patient engagement. We have learned a lot about how, when and where we can offer a more personalized and convenient experience to patients post-visit, and now we can apply those learnings for further price transparency and support before their visit.”

— Vicki McKinney, COO, Westmed Practice Partners



Cedar is a patient payment and engagement platform for hospitals, health systems and medical groups that elevates the end-to-end patient experience. The platform leverages advanced data science to customize and simplify the payment experience, resulting in a modern, consumer-friendly way for patients to plan for and pay their bills.

Cedar is PCI and HIPAA compliant, and HITRUST certified.

To learn more, visit cedar.com