

# Crystal Run Healthcare

Doubles patient collections while achieving  
96% patient satisfaction with Cedar



## At-a-glance

### Background

Founded in 1996, Crystal Run Healthcare focuses on the healthcare needs of the Hudson Valley and lower Catskill region of New York with 400+ providers across 50 medical and surgical specialties in multiple practice locations.

### Challenge

Fully reliant on paper statements, manual processes and collection agencies in 2017, Crystal Run wanted to modernize and innovate their patient financial experience to drive better patient engagement.

### Solution

Cedar's convenient digital platform with robust backend analytics offered Crystal Run the ability to personalize billing outreach and engagement via the channels most relevant to patients.

### Results

Crystal Run's patient collection rate doubled, while achieving 96% satisfaction rate. Digital self-service payment grew to 50%, reducing reliance on paper and collection agencies.

*Read the case study for details.*

# Background

In early 2018, Crystal Run Healthcare's Managing Partner & CEO, Dr. Hal Teitelbaum was in an accident while traveling. After his ER visit, he received his bill via text message and was impressed with the convenience of the process. He wanted to bring this same level of modern, consumer-centric engagement to the Crystal Run patient population. Meanwhile, Crystal Run was already acting on

an initiative to change the way they handled patient payment and the billing experience. At the time, all billing was processed manually using paper statements. They had a team of 10 people calling patients to remind them about overdue balances, but it was rarely effective. "When Cedar showed us their platform, we knew it was a match," said Sue Gillies, VP of Revenue Cycle Management.



Hal Teitelbaum, MD, JD, MBA  
Managing Partner & CEO,  
*Crystal Run Healthcare*

“Cedar has dramatically improved the patient experience and, frankly, has improved our ability to collect.”

# Approach

Crystal Run Healthcare now provides a billing experience built for consumers



Convenient and multi-channel outreach options, including text message to maximize engagement



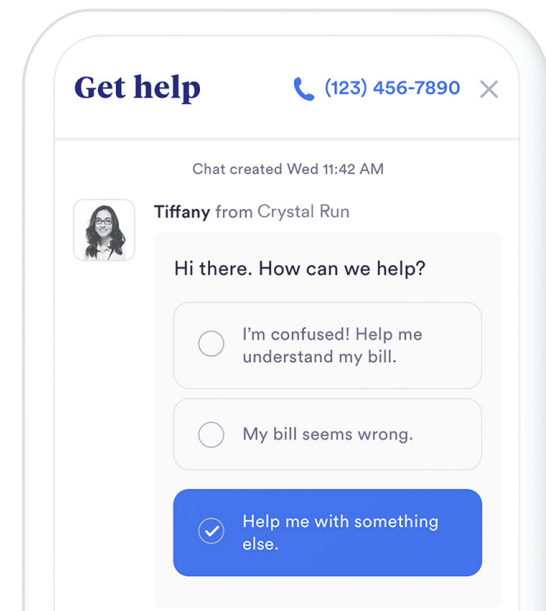
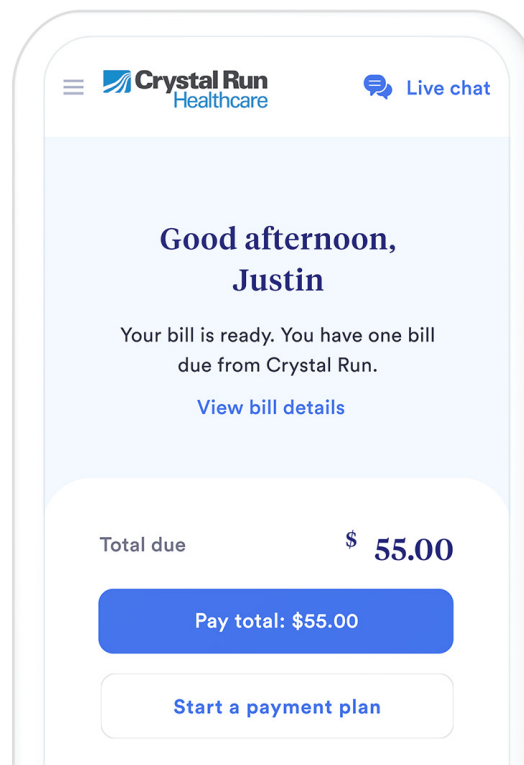
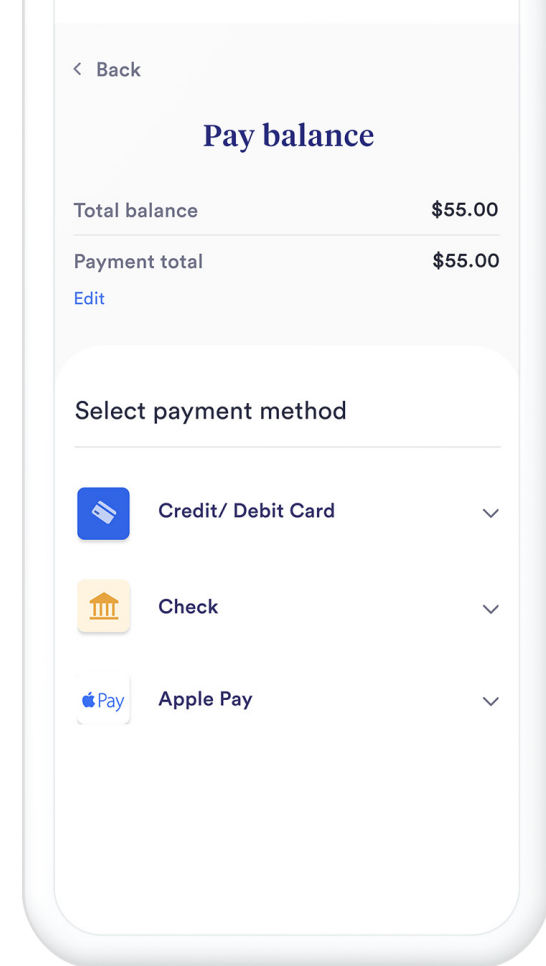
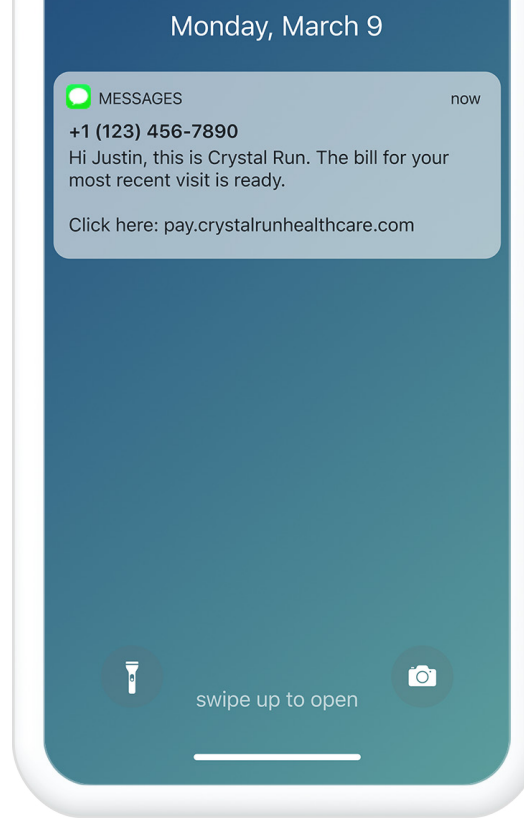
Self-service payment options allow for full or partial payment as well as payment plans



Modern payment methods include credit card, Apple Pay and Google Pay, among others



Live chat provides real-time support and reduces call center burden





Provider tools give visibility into individual patient activity and chat history as well as detailed reporting

The screenshot displays the Crystal Run Healthcare provider interface. On the left is a dark blue sidebar with navigation icons for Chat, Reports, and Front desk, and an Account icon at the bottom. The main content area is divided into three sections: a search bar for patients, a 'Recently viewed' list with 'Justin Taylor' marked as 'NEW', and sections for 'Outbound Calls' (New calls, Need callback, Flagged), 'Waiting on Patient' (Travis Stevens, Dana Johnson, Jessica Trobak, Martin Bjorn), and 'Recently Closed' (Alina Buckley). A 'Cases assigned to' dropdown is set to 'All Users'. The central chat window shows a conversation about a bill, with messages from the patient and the provider. The right sidebar shows patient details for Justin Taylor, including birth date, account number, case owner status, patient notes, total due amount (\$55.00), last payment information, and encounter history.

*\*Illustrative, not actual patient data*

Cedar’s user interface is tremendous. Whatever we need to find is really just a click away and we can quickly relay the right information to our patients. Additionally, the dashboards and reporting functionality offer insights in near-real time.

Chris Gilbert

Assistant Director of Patient Accounts, *Crystal Run Healthcare*

# Results

65%

Collection rate

96%

Patient satisfaction

50%

Digital self-service  
payment rate



Reduced reliance on  
collections agencies

In the months ahead, Cedar and Crystal Run will continue to partner in introducing new functionality to improve the patient experience such as easy insurance and contact capture, among others.

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](https://cedar.com)

“We consistently see the words ‘excellent,’ ‘easy’ and ‘efficient’ in Cedar’s patient feedback forms. When you see that so often, you know you’re on the right track to transforming the patient experience.”

**Sue Gillies**

VP of Revenue Cycle Management  
*Crystal Run Healthcare*

