cedar | Hartford HealthCare

Hartford HealthCare unlocks efficiency by deploying Cedar Pay in record time

Problem

Hartford HealthCare (HHC) has committed to making access to services as friction-less and useful as possible. This especially applies to digital platforms, which have become the new "front door" for most patients.

35% of consumers say they will switch healthcare providers because of a poor digital experience. For HHC to continue to be the provider of choice in their community, they had to buck this trend.

Core to this strategy was improving consumer financial engagement. HHC partnered with Cedar to simplify patient billing and provide flexible paths to resolution. When it came to deploying Cedar Pay, time to value and quality were top priorities.

Implementation

HHC successfully deployed the Cedar solution in less than four months, with a four week ramp-up period. The HHC team worked diligently to maintain internal alignment to allow for quick decision-making. The efficient deployment was the result of a true partnership between HHC and Cedar, which avoided delays by following customer-validated best practices, such as:

- Adhering to data-driven recommendations on patient billing policies like dunning and payment plan guardrails
- Using Cedar's best-in-class vendor payment processing partners
- Staffing an Epic analyst to prioritize key build tasks and reduce friction for the rest of the team

Results

The expedited delivery timeline helped HHC see immediate ROI and advance progress toward realizing their vision. HHC's patient satisfaction with their billing process now sits at 90%*.

Today, 69% of HHC patients are digital self-service. This increased digital engagement has allowed HHC to conserve resources by supporting bill resolution at scale. As a result, patients are satisfied, staff is more efficient, and HHC is one step closer to their vision.

At A Glance

Type
Nonprofit Health System

Net Patient Revenue
$5.4B (annual)

EHR
Epic Single Billing Office (SBO)

Cedar Solution
Cedar Pay

Unique Complexities

- Custom integration for Epic SBO
- Outsourced contact center

"We were able to get through the Cedar implementation quickly because the team was so organized. Cedar provided a structured project plan that was straight-forward and easy to move through."

–Amy Levine, *Director of Revenue Cycle, Customer Service and Self-Pay*

4 mo.
implementation timeline

69%*
patients digital self-service

90%*
patient satisfaction

*Metrics based on the available Cedar serviced HHC patient data as of 03/2023