



## Case Study – Highly Customized Patient Communication

**Shamrock Business Unit:** Data Services

**Client:** World-renowned multi-facility healthcare provider

**Client Industry:** Hospital and medical center health system

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**Marketing Objective(s):** Implement an electronic payment system that allows patients to pay their bills over the Internet thereby offering them the choice regarding how they prefer to receive their statements, while meeting the health system's ongoing goal of maintaining a strong relationship between patient and provider.

**Project Abstract:** Shamrock currently provides highly customized statement processing, imaging, and mailing services for the entire health system network. A highly effective returned mail solution was added to meet this client's challenge of locating patients who have moved, resulting in increased collections as well as significant time and cost savings. Shamrock has now been selected to provide an Electronic Bill Presentment and Payment (EBPP) solution for this client.

**Background:** This internationally known healthcare provider is a not-for-profit, multi-specialty academic medical center that integrates clinical and hospital care with research and education. Known for outstanding quality care, this top ranked health system attracts patients from all over the world. Shamrock has been serving the "patient communication" needs of this client for more than 14 years.

### Shamrock's Solution:

- ⊗ **Strategy:** Shamrock designed and implemented an electronic payment system that allows patients—from any of the health system's multiple locations—to receive and pay their bills online. This new e-bill service also had to compliment the client's significant online presence and support the brand with leading-edge quality, security and ease of use.
- ⊗ **Why it worked:** Shamrock had a proven understanding of the client's bill collections process and custom-built a program that met all collections criteria, while also meeting the long-term objective of providing patients a singular and consistent relationship regardless of the facility the patients visit.
- ⊗ **Result:** Because Shamrock expressly designed this online bill payment service for the client, the end result was a seamless integration of new technology with the client's existing website. By supporting and furthering the provider's brand throughout, the new EBPP is viewed as a natural extension of the leading-edge service and steadfast commitment to customer care provided by the client.