



## BAD DEBT PROCESS OVERVIEW

### PRE-CONTACT PHASE POST-CONTACT PHASE →

#### 1 ACCOUNTS PLACED FOR COLLECTION

- Automatically Loaded Within 24 Hours
- Address Validation
- Apply Collection Profile
- Propensity to Pay Scoring
- Bankruptcy, Deceased, Military scrubs applied

#### 2 COLLECTION STRATEGIES APPLIED

- BI team utilizing scoring, social influence, our 50 million in-house records, and other attributes to drive most effective contact strategy
- Omnichannel outreach (text, email, phone, letters, and website) to establish contact

#### 3 COMMUNICATION & RESOLUTION

- Payment in Full
- Post-Dated Payments
- Pay Plan Management
- Dispute Resolution
- Insurance Discovery + Denial Management
- Account Workflow Specialists\*

#### 4 ANALYTICS & REPORTING

- Custom Results Reporting
- Demographic Analysis
- Client Account Trend Reporting
- Recommend Upstream Improvements



#### \*ACCOUNT WORKFLOW SPECIALISTS

- Financial Assistance
- Deceased

- Bankruptcy
- Legal

- Insurance
- Patient Attorney

- ITS Request Team

### OVERVIEW OF COLLECTION PROCESS

- All accounts placed for collection are acknowledged upon receipt and set up for immediate collection efforts.
- Each account is electronically cross-referenced through various external databases for address verification or correction, mobile phone ownership verification, and multiple other metrics to maximize recovery efforts.
- At the time of placement, FA also purchases a propensity to pay score that is the result of over 220 publicly available attributes. Attributes include occupational licenses, property deeds, educational records, bankruptcy and lien filings, court judgments, and other data. These attributes are combined with social factors (age of patient, location of patient—urban vs. suburban, duration at address, etc.) and cross-referenced against our extensive internal databases, which contain nearly 50MM records, to provide a holistic view of the patient, their financial situation, and their likely preferred method of communication. These factors are utilized by our business intelligence team's algorithms to develop an Analytic Profile Value (APV) that is used to drive our dynamic communication outreach efforts to that patient. The value, which is updated nightly, determines the next outreach attempt to the patient via text, email, letter, or dialing channels throughout the life cycle of the account.
- For all patients who have a combined balance above \$30, the first agency notification letter is sent by U.S. Postal Service or text and includes the validation clause as required by federal law. If sent by U.S. Postal Service, the initial letter and successive letters provide return envelopes and a toll-free phone number for payments as well as online payment information. All text account notices sent include password protection to prevent third-party disclosures and include FA's phone number, website, and other relevant contact information.
- Outreach attempts via call, text, or email begin within 8-10 business days of the receipt of an account



and continue until all contact numbers are proven to be invalid and documented as such. All phone calls are recorded and then analyzed via the speech analytics software that we use extensively in our Quality Control Program.

- If no contact has been made with the patient after 45 days, our algorithms incorporate the APV assigned to each account to drive enhanced outreach strategies that maximize recovery.
- To avoid our outbound calls and texts being mislabeled as "spam," "unknown," or other nefarious labels, we utilize a vendor that works directly with the four major cellphone carriers to ensure that our outbound calls are properly labeled as Frost-Arnett. This ensures that your patients know who is trying to communicate with them and helps drive right party contacts well above industry norms. This technology increased our right party contacts by almost 60%.
- All furnished pertinent information is used and all possible steps are taken in a timely and professional manner.
- We routinely initiate follow-up campaigns, including tax season efforts, settlement campaigns as agreed upon with our clients, etc. on dated accounts that have fallen out of active outreach strategies in our system.
- In most cases, payment plan reminders are managed via email or text communications to the patient. If a payment plan breaks because of insufficient funds, a canceled credit card, or other reasons, the patient will receive follow-up calls, emails, or texts every three days for follow-up, at minimum.

### Account Workflow Specialists

In addition to our collection representatives, we have over 20 of our most experienced representatives working in our business services department, which handles all unique account workflows such as insurance, dispute resolution, patient attorneys, third-party liability, legal processing, financial assistance, workers' compensation, bankruptcy, and deceased. Each of these unique account types has a team of specialists who work only those types of accounts within our custom-designed workflows.

