



Health Here Case Study

Cost Transparency
Patient Experience
Operational Efficiency

How Three Orthopedic Groups
Unlocked Cost Clarity and
Collected 60% of Expected Costs
Within 3 Days of Estimate



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Our group chose Health Here's Q Code because their vision and innovation sync perfectly with our core belief—that the patient physician relationship is the most important relationship in healthcare. Q Code has enabled us to take that relationship into the next era, by offering substantially greater transparency into the costs of care for our patients, enabling them to make better decisions about their care. I couldn't be happier with the results thus far.”



Andrew Wade, MBA, CMPE
Chief Executive Officer
OrthoSC

At a Glance

For our forward-thinking clients, like Michigan Orthopaedic Surgeons, Midlands Orthopaedic and Neurosurgery, and OrthoSC, patient expectations for convenient, consumer-like healthcare experiences were rising quickly. But our clients' existing cost-transparency processes (if they had any at all) and their payment-collection strategies struggled to keep up, leaving them vulnerable to numerous challenges.

Challenges

- Dated patient experience
- Increasing accounts-receivable
- Imprecise cost estimates
- High total cost of revenue collection
- Overwhelming administrative burden

Our clients turned to Health Here's Q Code Cost Estimate Solution to automate their cost-clarity workflow and collect more payments before care delivery. And its impact unlocked financial and operational success for their practices.

Results with Health Here Q Code

\$605

Average collection

60%

of prepayments collected within 3 days of estimate

~5 mins.

time saved per estimate



Choosing to Adapt — and Thrive

For decades, Michigan Orthopaedic Surgeons, Midlands Orthopaedics and Neurosurgery, and OrthoSC have prioritized the highest standard of orthopedic care and convenient experiences for their patients. But they were facing a seemingly existential decision: automate their cost-clarity workflows and pre-service payment collection or continue to face operational burdens certain to multiply and restrain growth.

Changes in health plan design, new policies on cost transparency, and national media coverage on healthcare prices were at the center of our clients' dilemma. Each, increasingly, was driving their patients' demands for immediate, personalized financial clarity on their orthopedic care before they received it.

Our clients soon realized that they had to adapt their practice to thrive in today's increasingly competitive orthopedic-care landscape.

Common Services Delivered

- Joint replacement surgery
- Joint preservation
- Arthroscopic surgery
- Pain management
- Spine surgery
- Sports medicine
- Urgent orthopedic care

Practice Profile

- 7,500+ procedures per year
- Yearly increase in services and surgeries
- Minimal infection rate
- Exceptional readmission rate
- Average Google review of 4.6/5.0
- Clinical trial and research participation



Growing Demands, Growing Risks

In particular, before integrating Health Here's Q Code into their practice, our clients faced three distinct challenges with their cost transparency efforts, each of which strained their practice strategy and growth.

Unmet Patient Demands

As healthcare consumerism strengthened its hold, our clients, like many across the U.S., were not as prepared for the implications as they had hoped.

"The number of patients asking about their share of the cost before undergoing surgery had been rising for some time," says Andrew Wade, Chief Executive Officer at OrthoSC.

"But recently, it skyrocketed. Since we pride ourselves on delivering gold-standard care, it was tough to see patient satisfaction suffer from a lack of upfront cost clarity."

Time Consuming Process

Before the arrival of Q Code, practices had to choose whether to fashion a workflow to deliver cost estimates manually or forgo it completely. Our clients that opted for the former saw an immense drop in operational efficiency, with some spending up to 20 hours a day on the task.

"Before Q Code, our process to estimate patients' financial responsibility was manual and an administrative tax on our practice," says Stephanie Jackson, clinical operations director at Midlands Orthopaedics & Neurosurgery. "The process involved maintaining numerous spreadsheets, logging into multiple platforms, and conducting a high-touch back-and-forth to collect from patients."

Time Consuming Process

As patients' out-of-pocket jumped, so too did our clients' days-in-accounts-receivable and uncollected balances. Yet many practices were challenged to find a scalable way to collect payments. Because the collection workflow was manual and required the involvement of numerous team members, the cost to collect service payments remained high and practices' ability to improve critical revenue metrics were limited.

"Prior to integrating Q Code, we had a limited ability to provide costs to patients upfront before their procedure," reports Kimberly Miller, revenue cycle manager at Michigan Orthopaedic Surgeons.



Clients Agree: Q Code Just Makes Sense

Based on these challenges, our clients saw that they had three options: establish (or maintain) a manual workflow to deliver cost estimates, streamline the workflow by automating it with Q Code, or abandon the workflow entirely and risk the downstream practice impact. When they compared all three options, they quickly recognized the value that Q Code delivers immediately to their practice.

Metric	Manual Workflow	Q Code's Automated Workflow
Sources of cost estimate	Dependent on practice resources and capabilities	<ul style="list-style-type: none"> Fee-schedule pricing by procedure code Facility fee Professional fees Contracted rate Health plan design
Pre-service collection methods	Phone, in person	Email, text, phone, in person
Time savings per estimate	0 minutes	-5 minutes
Typical number of teams involved	4	1
Typical number of tools involved	3-5	1



Simple Integration, Immediate Advantages

When our clients chose Health Here's Q Code, the bidirectional integration into their practice management systems via an API was swift and painless. More importantly, it enabled them to transform the practice on numerous fronts, almost immediately.

Better Patient Relationships

With Q Code, our clients more easily eliminated the billing surprises that erode the patient relationship and, increasingly, make their way into national headlines. As a result, their patient retention and satisfaction rates improved.

"By providing accurate estimates up front for patients," says Kimberly Miller, "we have been able to give our patients confidence that they won't be hit with an unexpected bill. That relieves a major stressor that too often factors into a surgical event."

Smoother, Faster Workflows

Some of our clients perform more than 10,000 surgical procedures a year. To deliver cost estimates manually at this scale requires multiple full-time employees. But after adopting Q Code, practices have condensed their estimate creation workflow from minutes to seconds, limiting the number of employees dedicated to the task full-time.

"From an efficiency perspective, Q Code was a game-changer," says Stephanie Jackson. "It significantly cut our practice's administrative burden, freed up bandwidth, and has enabled us to stay laser-focused on patient care and practice growth."

Efficient Collection Strategy

Before adopting Q Code, our clients' manual workflows often delivered cost estimates, but patients still lacked a convenient, asynchronous way to pay their pre-service portion of the bill. Q Code resolved that, enabling our clients to give patients a chance to pay as soon as they learned about their out-of-pocket responsibility via text or email.

"The Q Code platform gave us a fast and simple way to create patient-specific cost estimates and communicate those estimates over text and email," says Kimberly Miller. "Q Code's embedded payment options also enabled consumer-friendly deposits that immediately led to a spike in our pre-service collections."



\$605

Average collection per estimate

\$222

PER EMAIL

\$143

PER TEXT

60%

of prepayments collected
within 3 days of estimate

~5 mins.

time saved per estimate

The Proof, in Practice

More Payments, More Time

With the help of Q Code, our clients have generated more revenue from estimates than ever before, and they're making their teams' day-today easier than ever, too.

Today, Michigan Orthopaedic Surgeons, Midlands Orthopaedic and Neurosurgery, and OrthoSC credit Health Here's Q Code as a central tool to their practice that not only manages today's operational challenges but enables them to execute on their strategic priorities for the future.



 Health Here

 Code

Intelligent cost estimates that unlock cost transparency
and innovative payment models at your practice

Join Michigan Orthopaedic Surgeons,
Midlands Orthopaedics and Neurosurgery, and OrthoSC
in the future of healthcare.

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