



## CASE STUDY

# How West Tennessee Healthcare transformed patient engagement and increased self-service payments **212%**

The multi-specialty health system revolutionized the patient experience with Cedar Pay.



## CHALLENGE

In 2019, following a difficult revenue cycle technology implementation, West Tennessee Healthcare (WTH) came to a realization: They needed to elevate their patient engagement.

At the time, WTH had a limited digital footprint. The million-plus paper statements they sent out were functional and accurate, but patient engagement remained low. The result was low collections leading to high levels of bad debt adjustments.

“After we revamped our RCM system, leadership realized that the first point of optimization was how we engage patients with their bills,” said executive director of patient financial services Wade Wright. “We wanted to improve patient satisfaction, increase patients’ ability to access financial information through self-service, decrease cost to collect and increase self-pay collections—thereby decreasing bad debt write-offs.”



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**WADE WRIGHT,  
EXECUTIVE DIRECTOR OF  
PATIENT FINANCIAL SERVICES**





## SOLUTION

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While Cedar outscored competitors in the RFP process, Wright said that the real differentiator was the warmth and perceived investment in WTH.

“It wasn’t just a vendor providing a service,” he said. “It really felt like Cedar was willing to develop and invest in West Tennessee Healthcare. That partnership feel and the technology-focused digital-first approach is what brought us to Cedar.”

As Cedar’s first Cerner EHR client, the WTH team had initial concerns that implementation might prove challenging. But after getting leadership to buy in, the implementation went smoothly and yielded fast results.

Through Cedar Pay, patients had the ability to resolve bills quickly on their own. Additionally, the patient experience improved since people could customize how they communicated with providers and pay their balances. As a result, digital self-service payments tripled, and the collections rate increased 23%.

“Being able to provide patients the convenience of a text message or an email is something that I expected our patient population to respond to,” Wright said. “But they responded to it much better than I think we ever expected, especially being in rural West Tennessee.”



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## RESULTS

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# +212%

rise in digital self-service payments



# 88%

patient satisfaction rate across 64,000 responses



# +23%

lift in collection rate





**West Tennessee**  
HEALTHCARE™